

BBVA

90 YEARS  
IN MEXICO

2022 Annual Report

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# Presentation

Grupo Financiero BBVA México (GFBB) has been publishing annual Environmental, Social, and Governance (ESG) performance reports for 14 years. The 2022 Integrated Annual Report addresses the issues most relevant to GFBB and its stakeholders, and reflects the collective work of those contributing to our business model, which prioritizes sustainability. The report is prepared by the Investor Relations and Responsible Business and Sustainability teams.

01

# Report of the Chairman of the Board of Directors

GRI 2-22

At Grupo Financiero BBVA México, we work in a cross-functional manner to achieve our goal of leading sustainable financing with our customers, maintaining responsible commitment to our employees and communities, as well as developing a responsible value chain.

To achieve these objectives, we strive to maintain the quality and strength of our traditional products and services while integrating innovative initiatives and activities into our operation. This allows us to generate seamless experiences for our customers, and technology has played a crucial role in this endeavor. In fact, our efforts have earned us recognition as the best digital bank in Europe and Latin America in 2022 (awarded the Innovation in Digital Banking Awards by The Banker).

We are building increasingly inclusive work environments as part of our **responsible commitment to our employees.**

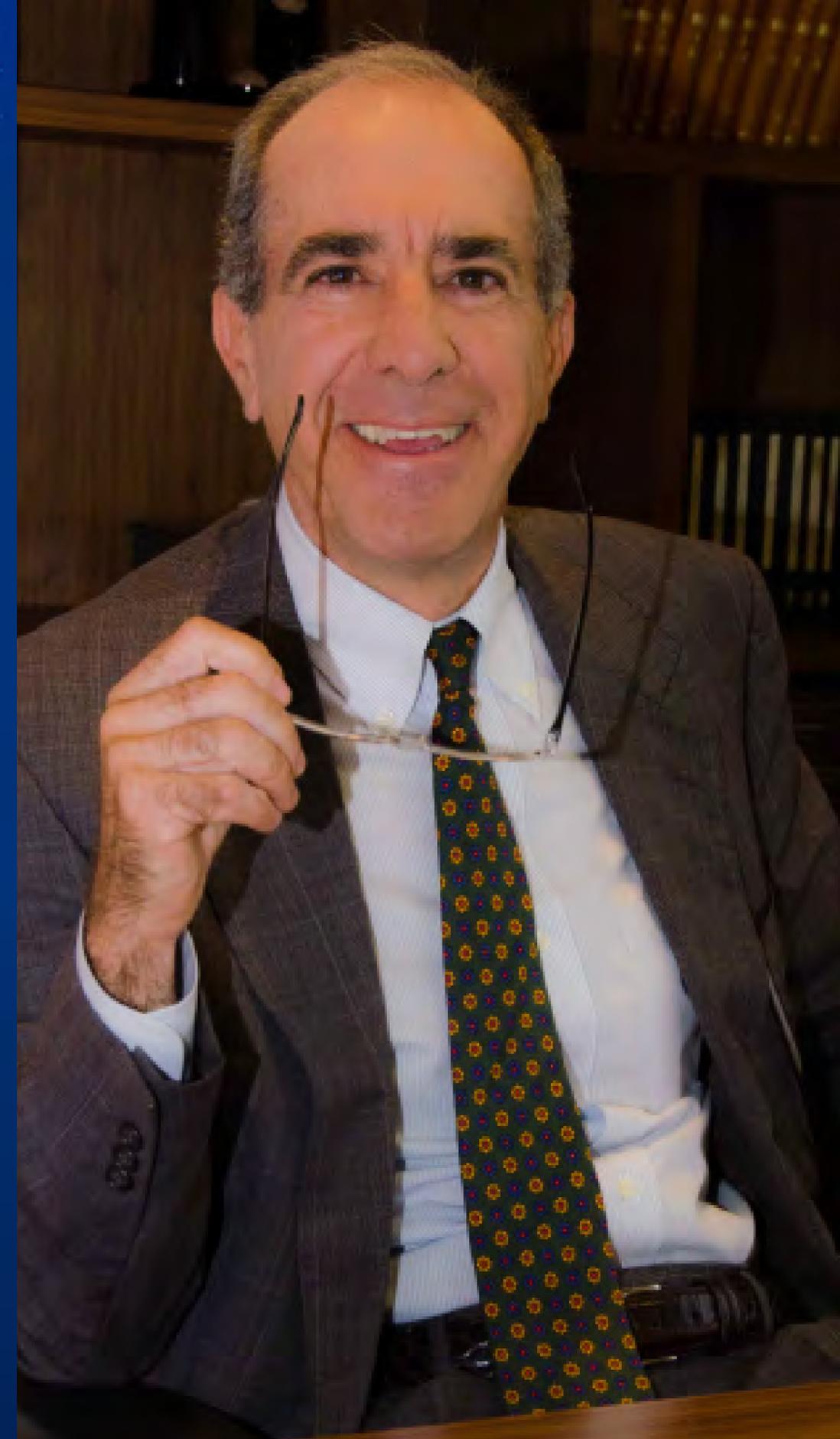
To this end, we continue to promote inclusion initiatives in our processes for attracting, developing and retaining human talent. We have a workforce of more than 40 thousand employees, 52% of whom are women. In addition, we have implemented a specific plan for labor inclusion for individuals with disabilities. BBVA México continues to position itself as one of the most attractive companies

to work for and this year we earned the second place in Universum's "Most Attractive Employers" ranking.

One of our main **commitments is to the community**, to whom we provide value through what we do best: assisting them in keeping their finances healthy. During 2022, we offered financial education face-to-face and remote workshops, benefiting more than 90,000 people, more than twice as many as in 2021.

From **Fundación BBVA** we reaped a series of achievements that impacted thousands of people with education, recovery of public spaces and culture. Through the "My Community" program, we impacted more than 30 thousand people through the recovery of public spaces. And we brought culture closer to more than 1.4 million people through different initiatives financed by Fomento Cultural.

In connection with **sustainable financing**, BBVA Group increased its goal of mobilizing resources by 50%, so now EUR 300,000 million are earmarked for this purpose for the period from 2018 to 2025. BBVA México is definitely an important player in achieving this goal and we have already made significant progress. In 2022 we doubled our placement of sustainable bonds, and we increased



bank financing for projects that promote environmental conservation by more than 60%. In addition, we closed the year with MXN 11,726 million in assets in the BBVA México and S&P Dow Jones Indices ETF MEXTRAC, which, as of 2022, incorporates ESG criteria.

To ensure a **responsible value chain**, we updated our evaluation process in 2022, which assesses financial and non-financial aspects such as anti-corruption, labor, reputational issues, among others. More than 4,000 suppliers participated in the evaluation process. As a result, 99% of our purchases were obtained from suppliers who underwent this process, demonstrating our commitment to responsible procurement.

To coordinate all these efforts, we maintain an organizational structure with a Global Sustainability Area, which coordinates and permeates the sustainability strategy throughout the organization.

From an environmental perspective, this year we added four more buildings certified under the ISO 14001:2015 standard for Environmental Management Systems, reaching a total of 10 buildings. To contribute to the reduction of greenhouse gas emissions, 100% of the electricity consumed by Grupo Financiero BBVA México comes from renewable sources. We were also neutral in direct carbon emissions by offsetting our environmental footprint with carbon dioxide (CO2) mitigation projects,



which also generate a positive impact in the communities of Chiapas and Oaxaca, where they were developed.

BBVA México reaffirms its commitment to the Ten Principles of the United Nations Global Compact. Through various sustainability initiatives outlined in this document, we strive to create a more equitable environment that provides greater opportunities for all, while contributing to the achievement of the Sustainable Development Goals and the 2030 Agenda.

**We express our gratitude to all those who joined us throughout the year, particularly our customers and employees who have placed their trust in our bank and our commitment to sustainable development.**

**Jaime Serra Puche**

Chairman of the Board  
of Directors of BBVA México

# Report of the Vice Chairman of the Board of Directors and Chief Executive Officer GRI 2-22

## Business Evolution, Fiscal Year 2022

The year 2022 presented us with complex challenges due to the lingering effects of the COVID-19 pandemic, disruptions in production chains, and geopolitical conflicts at the global level. All of these factors have had a significant impact on the economy.

Despite these challenges, at BBVA Mexico we have seized the opportunities presented by the new realities. We have adapted quickly to the changing environment, while maintaining our focus on our main objectives of customer-centricity, proactivity, and a service-oriented culture. Our strong commitment to Mexico has enabled us to demonstrate a high degree of flexibility.

BBVA México has been a steadfast companion to Mexican families for 90 years, fostering opportunities for them to achieve their goals while continually contributing to the country's growth. Our legacy dates back to 1932 when the Sistema de Bancos de Comercio was established, paving the way for other institutions such as Probursa, Multibanco Mercantil de México, Promex, Banca Cremi, and Banco de Oriente. In 2000, the successful merger of Bancomer and BBVA, two influential financial groups in Mexico and

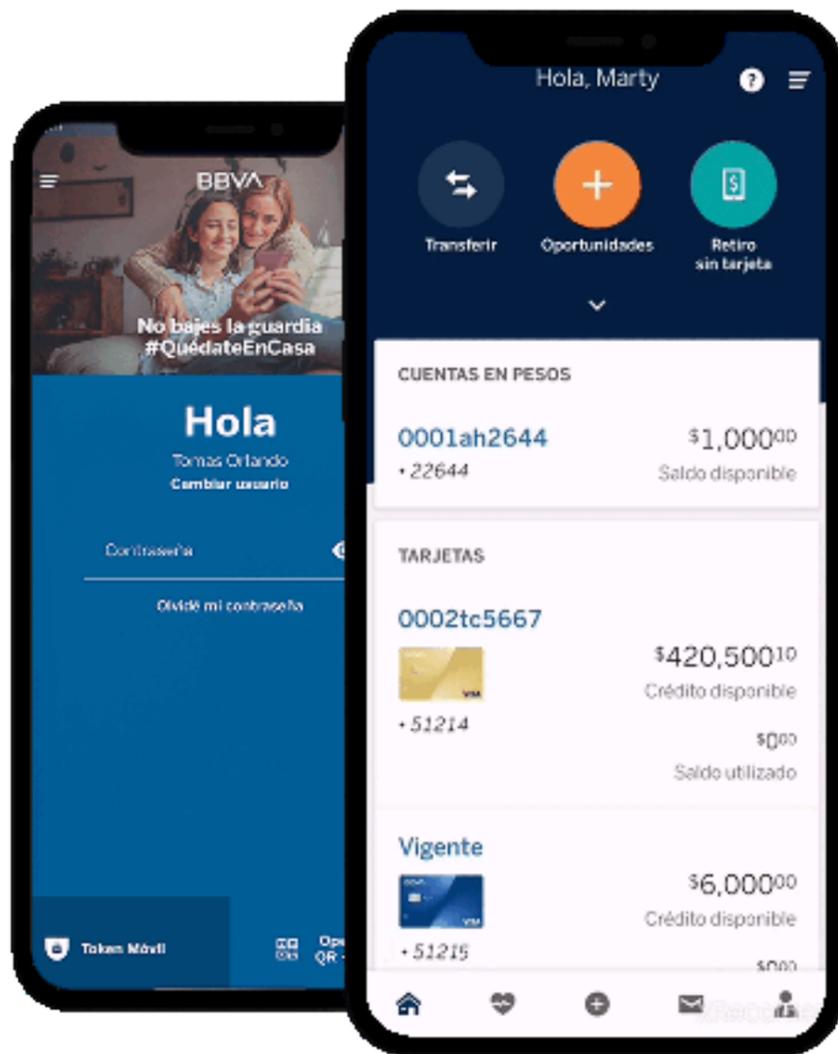
Spain, cemented our position as a leader in the industry. Throughout the decades, we have remained committed to driving change, innovation, and transformation.

At BBVA México, our top priority is to provide responsible credit that fosters the growth of families and businesses. We place our customers at the heart of every decision we make, while also actively investing in projects that generate employment and support economic development.

Our leadership position in the industry has been further consolidated, with an impressive 50 basis point increase in market share, reaching 24.4% by the close of December 2022, as confirmed by the National Banking and Securities Commission (CNBV). The total portfolio exceeded MXN 1.4 trillion at the end of December, registering an annual growth of 15.6%.

BBVA México's commercial portfolio has reached MXN 828 billion, equivalent to an annual increase of 16.2%. The exceptional performance of corporate loans and the business segment have contributed significantly to this achievement. Additionally, we are delighted to highlight





**60%**  
of transactions conducted digitally  
vs. 54% in 2021.

the evolution of SMEs, which have demonstrated outstanding dynamism thanks to the recent strategies implemented to improve our services and attention to this crucial segment. Our innovative business model, Banca de Barrio (Neighborhood Banking), has proven highly effective in serving small businesses within a delimited perimeter around the branch. This model has enabled us to attract a greater number of customers, develop closer relationships, and enhance the service experience through a wide range of specialized products. We have a team of 3,800 specialized executives who have helped us increase our customer base by over 165,000 since 2020. We have also deployed 140,000 new POS terminals, attracted 412,000 new payrolls, and acted as advisors to small businesses, resulting in insurance underwriting worth over MXN 2,000 million to protect against any type of damage.

Loans to individuals showed an increase of 13.8% year-on-year, reflecting the momentum of our digital strategy and the gradual economic recovery. In detail, consumer and credit card loans, which together recorded an increase of 16.1% in annual terms, stand out. Meanwhile, housing finance continues to show solid dynamism, with a balance 11.3% higher than in 2021, which allows us to continue to place one out of every four mortgages in private banking.

In terms of asset quality, the evolution of the delinquency rate showed a positive trend, registering an annual improvement of 15 bps, reaching 1.6% at the end of the

year. This is the result of our robust risk models. The coverage ratio stood at 207.9% at the end of 2022.

With respect to deposits, the constant promotion of savings is reflected in the 10.1% increase in bank deposits (demand + time deposits) in annual terms. Demand deposits were the most dynamic with an annual growth of 10.0%. This has also allowed BBVA México to consolidate its leadership position in bank deposits, with a market share of 24.4%, an annual increase of 15 bps, according to public figures from the CNBV at the end of December 2022.

On the other hand, the focus on the continuous adoption of ideas of innovation and modernity that we have had in these 90 years of transformation, today places us as a relevant player in digital experiences. Technology is immersed in the design of solutions to understand the new needs of customers and build a closer, more inclusive, open and secure banking for all.

As an active participant in the constantly evolving banking industry, BBVA México operates within a highly competitive system where innovation is crucial. Our unwavering commitment to innovation is evident in the number of financial transactions we have processed, exceeding 2,935 million by the end of 2022. It is particularly noteworthy that 60% of these transactions were carried out through our mobile application or website, compared to 54% the previous year, indicating a significant increase in digital banking.

Digital channels have played a pivotal role in promoting financial inclusion, and one of our noteworthy achievements in this area has been the launch of 100% digital accounts. As of the end of December 2022, we are proud to report that the total number of digital accounts has exceeded 2.4 million, representing an impressive 5% increase over the previous year.

This has allowed BBVA México to achieve 74.8% of total sales through one of our digital channels.

Through our extensive physical and digital offerings, our customer base grew by 2.7 million new customers, reaching a total of 28 million customers at the end of the year, reflecting our resolute financial inclusion strategy. Of our total base, 68.6% of our customers are users of some of our digital channels.

At BBVA México, we believe that continuous social action is essential in realizing our vision of creating a country of opportunities for all. In line with this, we have made education a top priority, recognizing it as a vital tool for empowering children and young people to achieve their dreams. Through our Foundation, we provide financial support to middle school, high school, and university students. Our “Young Boys and Girls that Inspire” (Chavos que inspiran) program has been an incredible success, supporting over 47,000 scholarship recipients to date. We have extended the program to young people with disabilities, and in the first edition, we provided scholarships to 652 recipients.

Over the course of 90 years, BBVA México has consistently pursued objectives that make a positive impact on the community we serve. Sustainability has become a fundamental aspect of our mission, as all companies have a responsibility to take action to improve our interactions with the environment and society at large. In this regard, we are proud to have mobilized over MXN 160 billion as of 2022, through our two lines of action focusing on climate change and inclusive growth.

As part of our strategic priority to support our customers in transitioning to a more sustainable future, we’re proud to have taken a significant step in this direction. We became the first private bank in Mexico to place a sustainable bond worth MXN 10 billion. The proceeds of this bond will be used to finance projects that promote climate action and inclusive growth.

At BBVA México we will continue working to provide the best service to families, individuals, businesses and governments for many more years to come and thus continue creating opportunities for all. Our main objective is to be a bank of people for people. In 2023 we will maintain the wave of transformation, a renewed focus on customer service by offering relevant products, tailored to their needs with faster and more efficient processes, making the most of global trends such as digitalization, to advance in the construction of an increasingly inclusive and sustainable society.

It is time to acknowledge and express gratitude to each member of our exceptional team for their unwavering dedication and hard work in 2022. Let’s celebrate the opportunity to strive for continuous improvement and to continue serving our customers and contributing to our country in the roles that have been entrusted to us.



**Let us continue to create opportunities.**

**Eduardo Osuna Osuna**

Vice Chairman of the Board of Directors and  
Chief Executive Officer of BBVA México

# 2022 Achievements

In 2022, Grupo Financiero BBVA México celebrated 90 years of creating opportunities and we celebrated by delivering excellent results.

## Continuous transformation

Our commitment to social responsibility is decisive, and we demonstrated this by reaching a total of **28 million customers with the best net recommendation rate**, a result far ahead of our next competitor.

With our **digital offering**, we have been able to reach **18.9 million mobile customers**, which represents **68% of our total customer base**. In 2022 alone, we conducted over **2.9 billion transactions**, **60%** of which were completed **through digital channels**. As a result, we have achieved **74.8%** of our **total sales** through some digital channel.

## Promoting the country's development

One of BBVA México's key strategic priorities is **to drive the growth of our SME customers**, which totaled **748,000** by the end of 2022, with **a portfolio valued at MXN 95 billion**. Our **Banca de Barrio** program has been instrumental in attracting more than **165,000 new customers**, deploying **140,000 Point-of-Sale Terminals**, and **facilitating 412,000 payrolls**.

We support individuals and families in their financial needs by surpassing pre-pandemic levels, with **2 million new credit cards** and double-digit sales in all consumer products.

Thanks to these initiatives, the **current portfolio** grew by 15.6% to reach **MXN 1.4 trillion** with adequate risk management, a non-performing portfolio ratio of 1.6% and a coverage ratio of 207.9%. We have the **best financial profitability (ROE) in the system, 25.8%**, and the **best efficiency ratio of 32.1%**.

To **encourage household savings**, we have achieved double-digit growth in both demand and time deposits, with increases of 10.0% and 10.6%, respectively.

## Commitment to sustainability

Sustainability is a strategic priority for BBVA. Committed to the environment and inclusive growth, we **mobilized more than MXN 160 billion**.

As a Group, we **tripled our sustainable financing target to 2025**, which now stands at **EUR 300 billion**. In 2022, we were the **first private bank in Mexico to issue a Sustainable Bond**, in the amount of **MXN 10 billion**.

Furthermore, as we firmly believe that education can transform lives, we are proud to continue our scholarship program **"Young Boys and Girls that Inspire,"** which will provide support to over **47,000 scholarship recipients across 1,700 municipalities** throughout the country during the 2022-2023 school year. This program is made possible by the generous donations of our over 16,000 employees and 380,000 customers who share our commitment to education.

In 2023, we will strive to maintain our leadership position and continue to be recognized as one of the most desirable companies to work for, with a strong commitment to corporate integrity.

# Group's Profile

Grupo Financiero BBVA México, S.A. de C.V., is a financial holding company authorized to operate as a subsidiary of Banco Bilbao Vizcaya Argentaria ("BBVA"). With a presence throughout Mexico, we offer a wide range of financial services through the largest distribution network in the country.

02

# Profile GRI 2-23

## Aspiration

Improve customer relationships by:

- Providing relevant advice to **help them make the best financial decisions.**
- **Offering the best solutions** that inspire trust: clear, simple, transparent, and with fair conditions.
- **Delivering an easy and convenient experience**, either through DIY options, digital channels, or human interaction.

Redefining our value proposal focused on the genuine needs of our customers.

## Purpose

Make available to all the **opportunities of this new era.**



## Values

At Grupo Financiero BBVA México, employees live the company's values in their daily activities.



### THE CUSTOMER COMES FIRST

- We are empathetic
- We have integrity
- We solve their needs



### WE THINK BIG

- We are ambitious
- We break the mold
- We surprise the customer



### WE ARE A TEAM

- I am committed
- I trust the other
- I am BBVA

# Presence GRI 2-1, 2-6



Grupo Financiero BBVA México offers a comprehensive range of financial services to its customers through various channels including branches, ATMs, banking correspondents, point-of-sale terminals, internet, and mobile applications. Moreover, it has a team of specialized executives who provide personalized and differentiated services to both individual and corporate customers, as well as government entities.

**1,732**  
Branches

**14,019**  
ATMs

**673,395**  
Point of sale terminals

**28 millions**  
Total active customers

**19.2 millions**  
Digital customers

**18.9 millions**  
Mobile customers

**36,522**  
Correspondents banks\*

**1,492,329** MXN millions  
Performing portfolio

**84,840** MXN millions  
Net income

**1,609,334** MXN millions  
Bank deposits  
(demand + term, general public)

**604,683** MXN millions  
Assets managed in investment  
funds

\*Includes banking and foreign exchange

NATIONAL

**1,732** Branches

**14,019** ATMs



State	Branches	ATMs
Aguascalientes	20	177
Baja California Norte	52	415
Baja California Sur	20	142
Campeche	14	114
Chiapas	37	283
Chihuahua	53	435
Mexico City	254	2,212
Coahuila	43	407
Colima	10	77
Durango	23	151
Estado de México	172	1,618

State	Branches	ATMs
Guanajuato	80	564
Guerrero	31	209
Hidalgo	30	290
Jalisco	181	1,198
Michoacán	79	553
Morelos	27	197
Nayarit	21	137
Nuevo León	107	748
Oaxaca	27	224
Puebla	60	549
Querétaro	32	292
Quintana Roo	24	298
San Luis Potosí	29	232
Sinaloa	39	291
Sonora	49	397
Tabasco	33	243
Tamaulipas	44	438
Tlaxcala	7	85
Veracruz	74	661
Yucatán	36	239
Zacatecas	24	143

\* BBVA México scope, does not include a branch belonging to the Houston agency.

# 90 YEARS IN MEXICO

**Welcome**  
to a journey through time

**1945**

The Bank was founded in Mexico City under the name Nuevo Mundo, S.A.

**1977**

Financial Bancomer, S.A. merged with the companies that made up the financial group called "Sistema Bancos de Comercio" as merged companies that were extinguished and changed its name to Bancomer, S.A.

**1932**

**Banco de Comercio, S.A.** is founded in Mexico.

**1957**

El Nuevo Mundo, S.A. changed its name to Financiera Bancomer, S.A.

**1982**

The Mexican government nationalized banks, including Bancomer, becoming Sociedad Nacional de Crédito.

## 1991

Bank privatization. Grupo Financiero Bancomer (GFB) is formed and acquires control of Bancomer, becoming a Multiple Banking Institution, a member of Grupo Financiero Bancomer. In the following years of this decade, Seguros Bancomer, S.A. de C.V. and Pensiones Bancomer, S.A. de C.V. were created.

## 2002

GFBB becomes a subsidiary holding company of BBVA.

## 2013

Afore BBVA Bancomer is sold to Afore XXI Banorte. GFBB consolidated its shareholding in Seguros BBVA Bancomer with a 99.99% holding.

## 2000

BBVA BBVA capitalized Bancomer with USD 1.4 billion and created Grupo Financiero BBVA Bancomer, S.A. de C.V. (hereinafter "GFBB") as a result of the merger of Grupo Financiero Bancomer, S.A. de C.V., the merging company that survived, and Grupo Financiero BBV-PROBURSA, S.A. de C.V., the merged company that was extinguished.

Bancomer, S.A. merged Banca Promex, S.A., Institución de Banca Múltiple and is consolidated as the largest financial institution in Mexico.

## 2009

The merger of BBVA Bancomer, as surviving company, and BBVA Servicios, as disappearing company, takes place.

## 2016

Sale of the subsidiaries of Bancomer USA.

## 2018

Grupo Financiero BBVA México issues the first green bond from a private bank in Mexico.

## 2020

Sustainability is established as a strategic priority and the Global Sustainability Policy is launched.

## 2022

BBVA celebrates **90 years with Mexico**. We are the **#1 bank in the country**.

## 2019

Global unification of the brand in all locations where BBVA operates. With this, in Mexico from that date the brand, "BBVA Bancomer," becomes "BBVA".

## 2021

BBVA's Global Sustainability area was created. BBVA Bancomer, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer, changed its name to BBVA México, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA México. Grupo Financiero BBVA Bancomer, S.A. de C.V., changed its name to Grupo Financiero BBVA México, S.A. de C.V.

# BBVA México Leadership

**22.9%**  
ATMs

**25.6%**  
Mortgage loans

**14.6%**  
Branches

**29.4%**  
Auto loans

**54.4%**  
POS terminals

**29.2%**  
Government loans

**22.0%**  
Total Assets

**24.4%** Bank deposits  
(demand + full term)

**24.4%**  
Performing Portfolio

**27.8%**  
Demand deposits

**30.0%**  
Consumer + Credit Cards

**22.3%**  
Mutual funds

MARKET SHARE

We are #1

Figures in percentages, unless otherwise indicated.

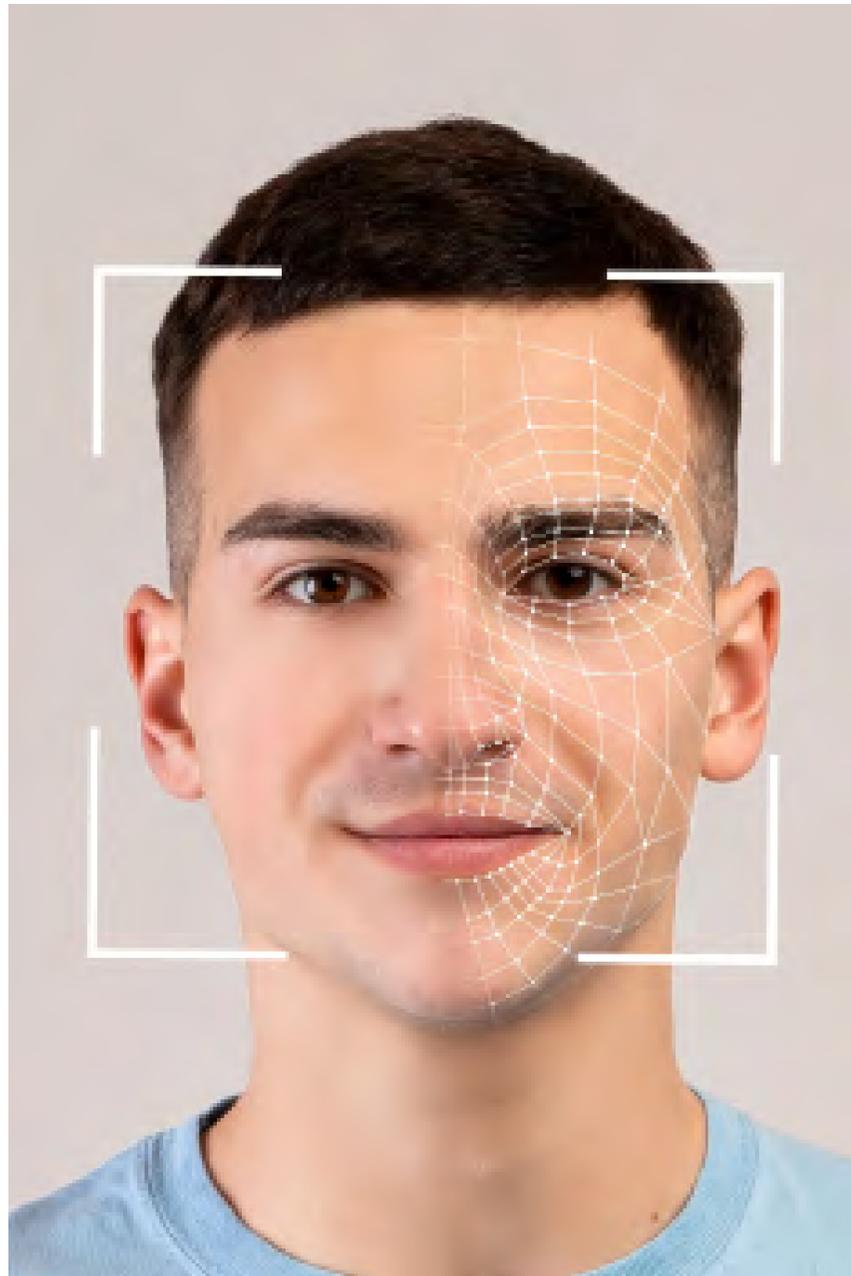
Sources: CNBV, AMIB.

CNBV Information: Bank with Sofom and Subsidiaries.

Mutual Funds: Assets managed in investment companies without duplicities.

Information as of December 2021.

# 2022 awards and accolades



Grupo Financiero BBVA México was recognized by different entities in Mexico, the Americas and Europe for its outstanding performance in areas such as innovation, job creation, organizational climate and responsible investment, among others.

## **Best digital bank in Europe and Latin America** *in Innovation in Digital Banking Awards – The Banker*

Grupo Financiero BBVA México was recognized by the British magazine “The Banker” for its efforts in its digitalization strategy to provide customers with convenient, simple and accessible channels so that they can interact with BBVA when and how it is most convenient for them.

## **BBVA, leader in Mexico in digital identity verification** *Global Finance and Contact Center Hub*

Veridas’ voice recognition tool for BBVA’s Mexican pension customers has been honored by the consulting firm Gartner at the Identity & Access Management Summit in 2022. At the identity issues benchmark event, BBVA and Veridas showcased their successful adoption of new identity and access management (IAM) approaches and technologies.

The project has garnered significant recognition, with Global Finance naming it the most innovative fraud detection tool in its Innovators 2022 awards, and Contact Center Hub honoring it as the best IT project for customer engagement in the Platinum Contact Center Awards.

## **Mexico’s 2022 Most Attractive Employers** *Universum*

Grupo Financiero BBVA México has been ranked as the top bank and second-best company for university students in Mexico in the 2022 Most Attractive Employers in Mexico ranking. This achievement highlights GFBB’s leadership in job stability, professional development, innovation in financial solutions, inclusion, and social responsibility. The ranking is based on the feedback of over 42,000 students from 165 universities across the country.

## **Merco, ESG Responsibility Ranking** *Merco*

The company secured the 4<sup>th</sup> position in the overall ranking of the Most Responsible Companies in Mexico and emerged as the top-ranking company in the financial sector.

### First place in the financial sector

#### *Employers for Youth México*

Grupo Financiero BBVA México once again ranked first in the financial sector in the Employers for Youth (EFY) survey, in which young professionals of 35 years of age or younger in Mexico highlighted the job development opportunities, innovation and diversity culture of BBVA México.

### Gallup Survey

At BBVA México, we prioritize listening to our employees to create the best workplace. In the Gallup 2022 survey, 35,867 employees participated, and our overall average score of 4.51 places us among the most committed companies in Mexico. Moreover, we have the highest employee engagement score within the Group in this geography.

### 2022 Best Investment Bank in Mexico

#### *Latin Finance*

BBVA was recognized as Best FX Bank in Latin America by Global Finance, which compiles its ranking based on transaction volume, market share, scope of global coverage, customer service, competitive pricing and innovative technologies.

### Excellent rating for the Fiduciary area

#### *S&P Global Ratings*

S&P Global Ratings confirmed for the second consecutive year BBVA México's Excellent Fiduciary rating; this rating recognizes management capacity, organizational structure, as well as operational capacity.

For 22 years in a row, Grupo Financiero BBVA México has been recognized with the **Socially Responsible Company Distinction** by CEMEFI. Additionally, it secured the **top spot in the IC 500 Corporate Integrity Ranking** by Expansión Magazine.



# Strategy

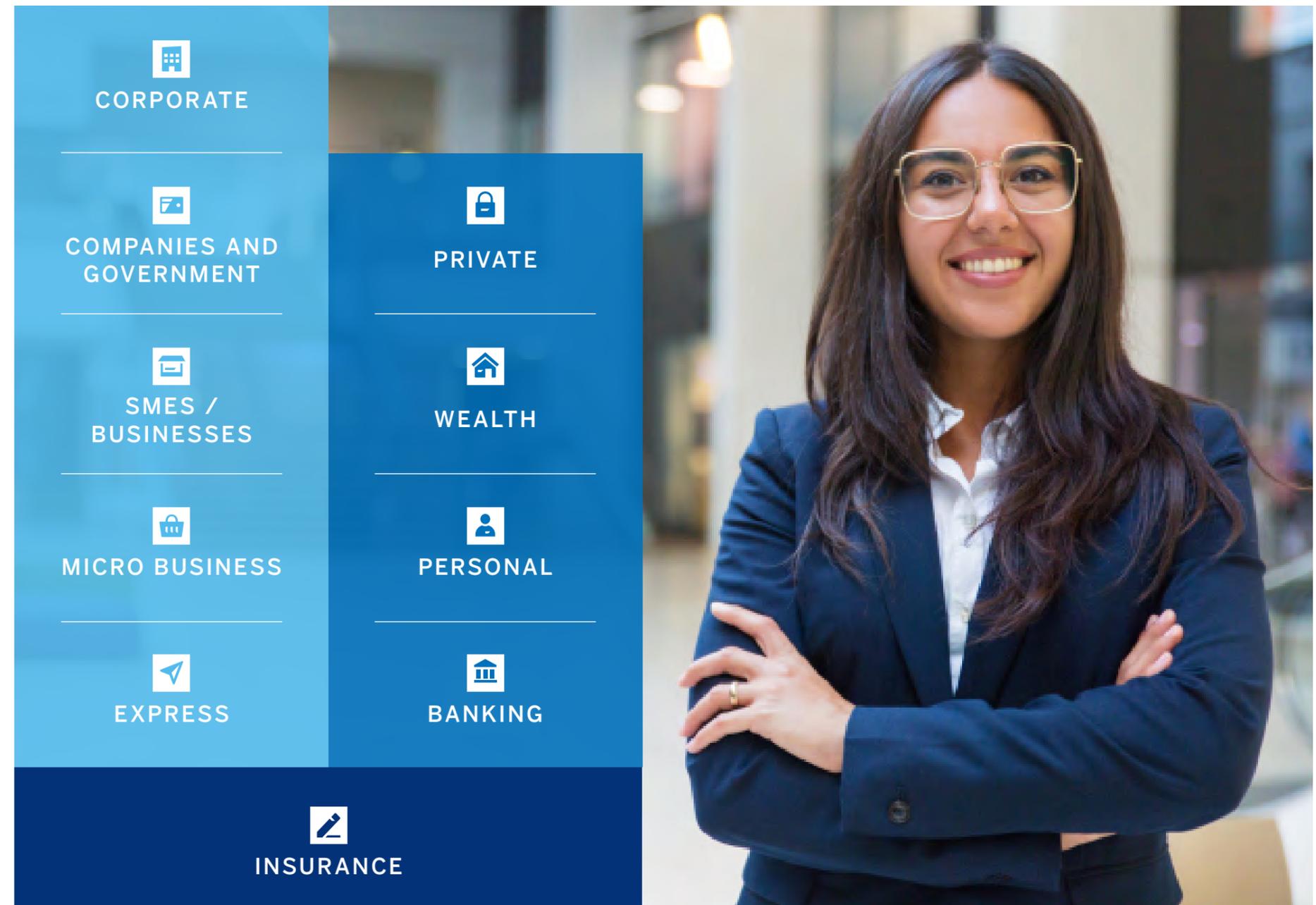
With a history spanning 90 years, Grupo Financiero BBVA México has continuously evolved to enhance customer experience. Today, its business model focuses on developing innovative products and services tailored to individual customer needs, leveraging digitalization.

03

# Business Units

**BBVA México** is in constant transformation, evolving every day to improve the customer experience, through the wide range of traditional products and innovating the offer of digital products and services.

Customer segmentation is a key element of our business model. It enables us to provide specialized attention through our Business Units, which focus on developing products and services tailored to our customers' needs. Along with a robust Support Units structure, our businesses and networks generate the best possible experience, aimed at maintaining business recurrence and enabling continuous growth through synergies.



## Retail Network

Retail Network manages the entire branch network, which offers services and serves all segments of individual customers, from Ultra High Net Worth, Private, Wealth and Personal, to the banking and express segments. This unit also serves micro businesses and small companies. All of them with a specialized offer for each customer segment to meet their needs.

Retail Network has been an important pillar for the redesign of BBVA México's branch structure by adding larger self-service spaces to enhance the customer experience by improving the flow within the branches and adding intelligent ATMs that allow consumer credit, cash deposits and payments, payment of services, among many other financial and non-financial transactions.

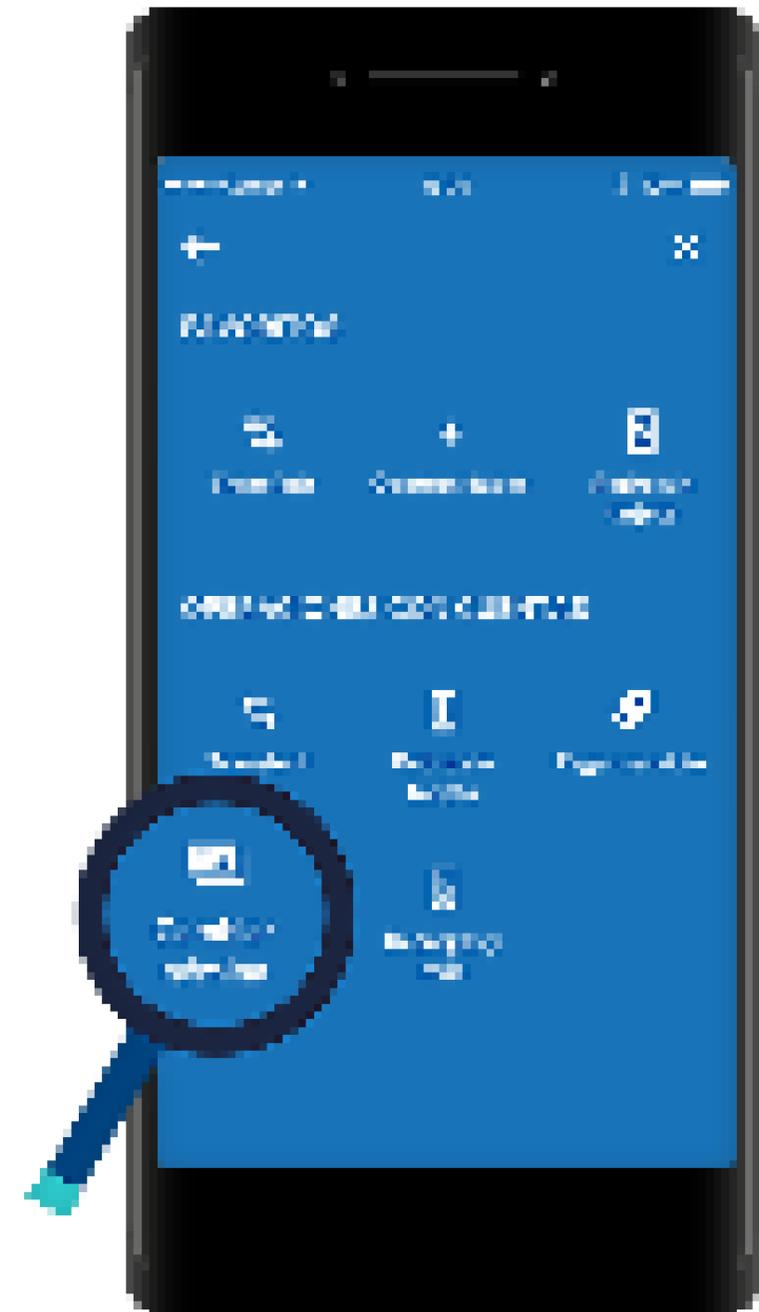
In line with BBVA México's ongoing transformation, significant investments have been made to continue developing alternative channels and digital innovation to boost in-branch sales, improve service and increase loyalty. In this regard, during 2022 there was high migration of payroll accounts, reaching a total of 516,061 new payroll

accounts that have been transferred to the bank as a reflection of customer confidence in BBVA México.

**516,061**  
new payrolls in 2022.

Together with Business Development, continuous innovation has allowed BBVA México to generate a wide range of products and services, including consumer loans, auto loans, savings products such as demand deposits, time deposits, mutual funds, and life, auto, home and natural disaster insurance. During 2022, BBVA México made a change in the insurance business model, which was reflected in a 50% increase in annual terms in per capita insurance productivity.

Wealth and Private Banking has initiated the "Business Center" model for closer customer service, optimizing the location of branches, integrating them into a Business Center and sharing the location with other banks, allowing it to offer a more comprehensive service to customers.





The figure of Digital Advisor has been implemented, creating 3,800 new positions to support sales through the BBVA México mobile application. As a reference, at the end of the year, 74.8% of total sales have been made through some digital channel and 68.6% of the total customer base is a user of digital channels.

During 2022, BBVA México continued to transform its customer service strategy with the aim of consolidating long-term relationships and being able to address their

needs in advance with specialized solutions. In this sense, the new service model for SMEs has been differentiating and has registered positive results with the attraction of new customers. BBVA México has surpassed MXN 95 billion in loan portfolio, which has allowed it to generate a significant gain in market share, making it the market leader. In addition, BBVA México continues to promote digital channels to strengthen and differentiate its offer with innovative collection solutions (CoDi, electronic payment, e-Commerce and POS).

**74.8%**  
of total sales have **been made through a digital channel.**

## Government and Commercial Banking

With the aim of increasing cross-selling opportunities, the level of customer loyalty and improving experiences, this unit offers services and specialized attention to customers in the following segments:

### Business Entities

With savings, credit, cash management and collection solutions. Through the BBVA Empresas App, it is possible to manage and administer the business from your cell phone and, in addition, through this medium a wide variety of services and digital offers are offered. During 2022, the first Alliance of a Commercial Bank was formed with the Consejo Nacional Agropecuario (National Agricultural Council) to strengthen its presence in this sector.

### Home Developers

Offers loans to developers for construction purposes.

### Consumer Financing

Within banking, this specialized unit was created exclusively to meet the diverse requirements of the automotive industry, including loans for the distribution and acquisition of vehicles, and is also part of Corporate and Investment Banking, since it provides services

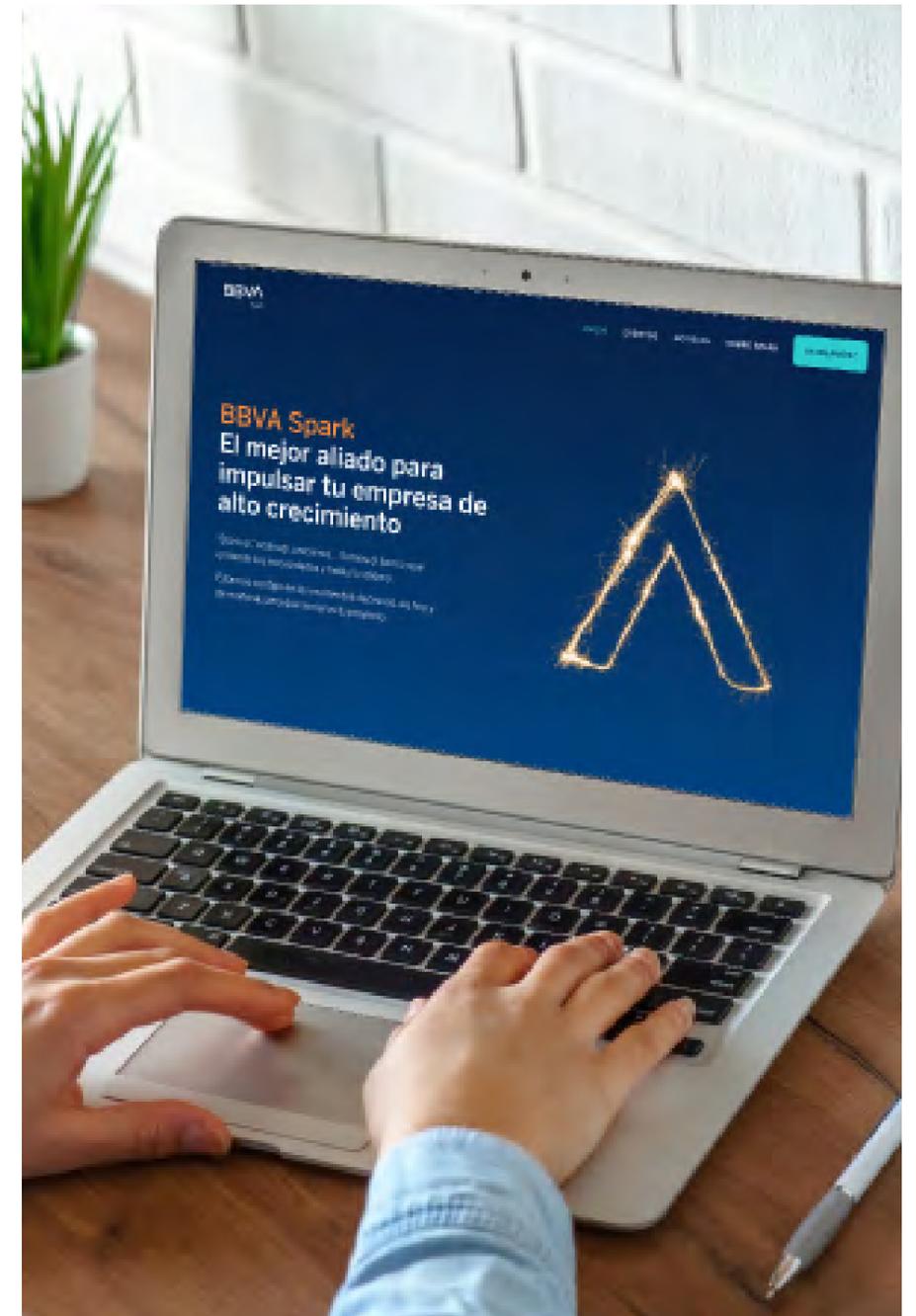
to meet the financial needs of car dealers. During 2022, we were able to regain market share, improve profitability, and increase our proximity to customers.

### Government Entities

Offers specialized and tailored service to meet the needs of the Mexican Federal Government, the States and Municipalities of Mexico and other government agencies. The wide range of products for this segment includes paycheck services for government employees and checking accounts, as well as tax collection and payment services for States and Municipalities through products such as “Multipagos” and “CIE online”. In 2022, the Municipal Platform was created to consolidate the segment’s presence at the national level as the main bank in the management of government treasuries.

### Creation of BBVA Spark

BBVA initiative to help high-growth companies (Start-up, Scale-up, Unicorn, Growth, etc...) with the agility and flexibility they need to achieve success. To do this, it has exclusive bankers to develop the segment giving reduced response times to financing needs and has adapted risk processes.



# Corporate and Investment Banking

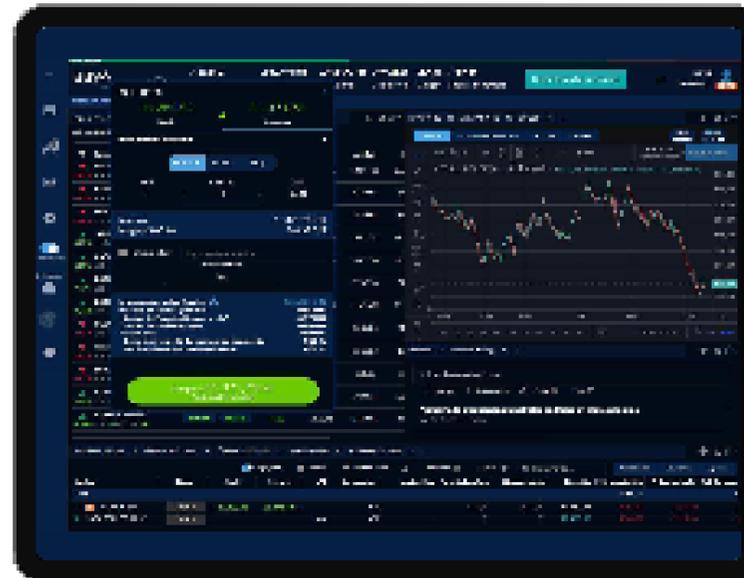
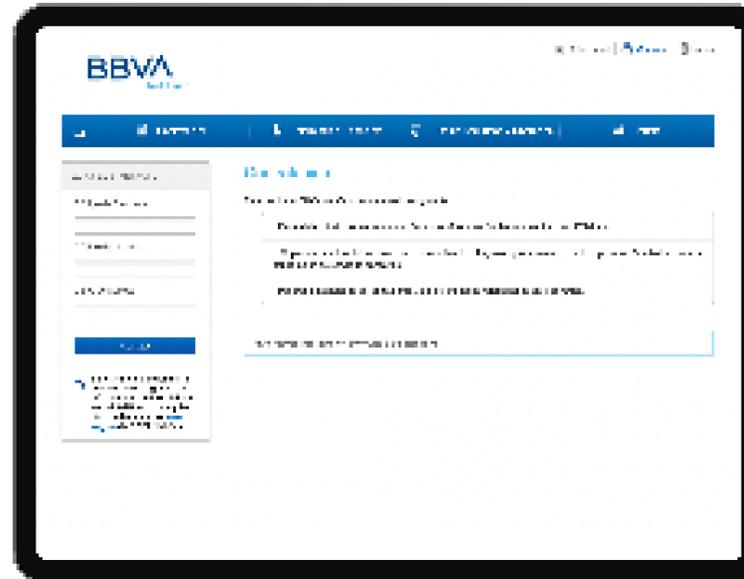
Offers credit products and services to corporate and institutional customers, mergers and acquisitions services, market transactions (equity and fixed income), cash management, online banking and investment products. Bankers in this unit strive to ensure that customers receive the best service tailored to their needs. Some examples of products offered to this customer segment are:

## BBVA Net Cash

A global electronic banking solution that enables efficient and secure banking transactions to be executed through a safe and easy-to-use platform

## BBVA Trader Mx

A platform that allows investors to perform their own trading online and in real time, this service also offers market information, analysis, news and technical tools, which can be customized, to assist customers in making financial decisions.



Corporate and Investment Banking also includes Global Markets and, in association with the Broker-Dealer, offers more sophisticated products and services for individuals and companies, such as public offerings and debt and equity issuances and structured financing, among others. It stands out that BBVA México has headed the SHCP and Banco de México classification of market makers since 2012.

During 2022, Corporate and Investment Banking remained the segment leader in most of its products. An increased number of transactions leveraged on product digitalization and e-Commerce.

**As part of our global strategy, we have advised and supported customers in their sustainable transition, mobilizing over MXN 117 billion in environmental impact projects and MXN 44 billion in social impact projects.**

# Strategy

GRI 2-12, 2-28

To continue creating opportunities for millions of customers, employees, the community and the environment, six strategic priorities have been established.



## Improve the customers' financial health

Grupo Financiero BBVA México uses technology and data analytics to understand customers' income, expenses, future needs and savings capacity in order to provide them with personalized financial advice that contributes to their financial health.

## Pursue operational excellence

GFBB concentrates its efforts on the most value-added operations for the customer to provide the best customer experience, including ensuring easy access to its products and services, by transforming the relationship model through automation and improved productivity, all while maintaining optimal management of financial and non-financial risks.

## Help customers in transitioning to a sustainable future

BBVA helps mitigate the negative effects of climate change and promote inclusive growth for its customers through responsible financing, advice, innovative products and services, facilitating the investments needed to accelerate the transition to a sustainable future.

## The best and most committed team

BBVA seeks to create growth opportunities for all, especially for its employees, consolidating a diverse, inclusive and empowered workforce, with a differential culture based on the Group's purpose and values.

## Grow in customers, to drive profitable growth

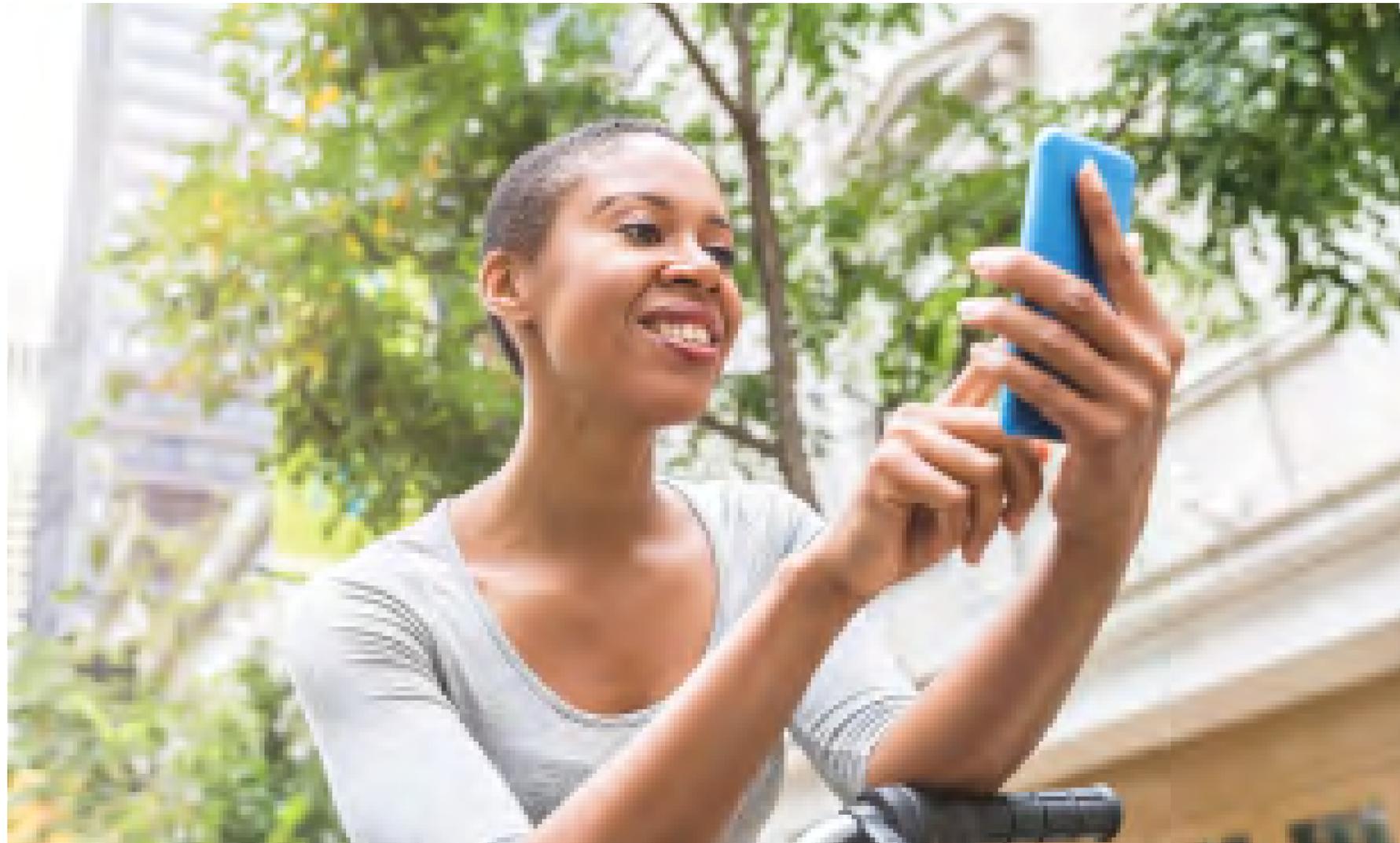
Grupo Financiero BBVA México is focusing its operations in areas such as payments, insurance, asset management, value segments such as SMEs and private banking, and Corporate and Investment Banking (CIB) activities in order to focus its efforts on the most profitable segments and products.

## Data and technology

Technology and data analysis are fundamental to create different, innovative and high-quality solutions. For this reason, Grupo Financiero BBVA México continues to move forward to develop an increasingly robust security and privacy model.

# Sustainability strategy

GRI 2-12, 2-14, FS1



In 2022 Grupo Financiero BBVA México mobilized more than **\$160 billion in sustainable financing.**

Sustainability is one of the BBVA Group's six strategic priorities, as evidenced by its support for the Principles of Responsible Banking.



One of the most important sustainable financing initiatives in the international arena, which is part of the **United Nations Environment Programme Finance Initiative (UNEP FI)**.



BBVA is also part of the **Net-Zero Banking Alliance (NZBA)**, adheres to the Ten Principles of the Global Compact and seeks to contribute to the achievement of the Sustainable Development Goals (SDGs), a set of United Nations initiatives.

Grupo Financiero BBVA México promotes sustainable financing and contributes to the global commitment to mobilize EUR 300 billion by 2025. In 2022, GFBB mobilized more than MXN 160 billion of sustainable financing, including its participation as bond placement intermediary for more than MXN 65 billion.

# Strategic pillars of Responsible Banking of Grupo Financiero BBVA México

Grupo Financiero BBVA México has adopted a Responsible Banking model applicable to the entire organization. With this approach, the bank seeks profitability in accordance with ethical principles, strict compliance with the law, good practices and the creation of long-term value for all stakeholders. By adopting a responsible banking approach, BBVA México seeks to contribute to the well-being of society and protect the environment. This philosophy is reflected in each of its decisions and actions, and is an integral part of the bank's culture.

 **Responsible customer experience**  
Balanced relationships with its customers, based on transparency, clarity and responsibility.

 **Responsible commitment to the employee**  
Responsible practices with employees, suppliers and other interest groups.

 **Sustainable finance**  
Actions to combat climate change, respect human rights and achieve the SDGs.

 **Investment in the community**  
Promote social change and create opportunities for all.



# General Sustainability Policy

GRI 2-23

**BBVA's General Sustainability Policy** defines and establishes the general principles, and the main management and control objectives and guidelines to be followed by the Group in matters of sustainable development. In 2022, the second version of this policy was updated and among its changes is the updating of principles, objectives and provisions related to sustainability. With this incorporation and updating of content, the Corporate Social Responsibility Policy is repealed.



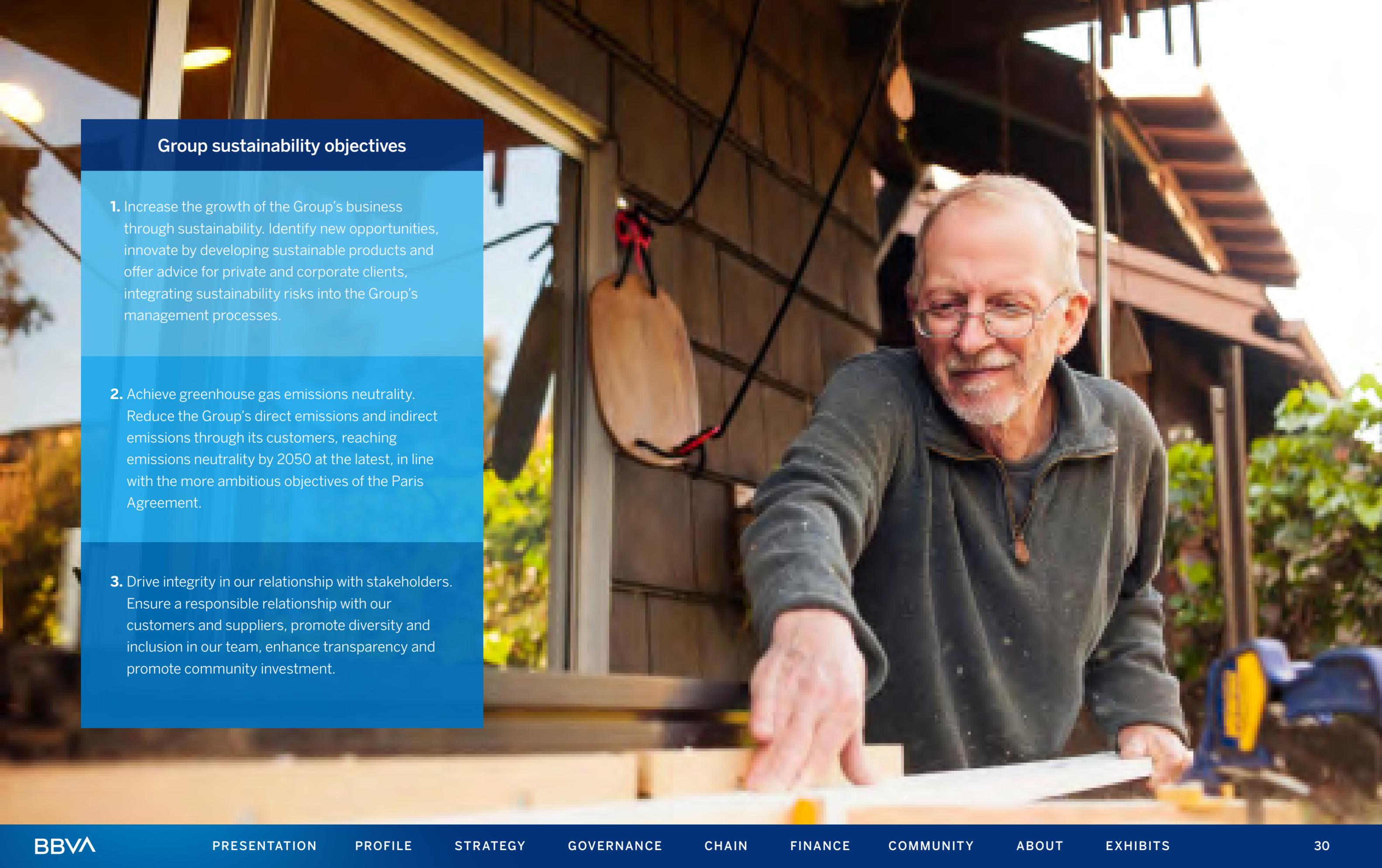
## General principles of action in sustainability matters

- **Support customers in their transition to more sustainable business models** by acting as a lever to encourage such behaviors or actions.
- Progressively incorporate **opportunities and risks related to sustainability** in its strategy, business, processes and risk management.
- **Ensure** the direct and indirect **environmental and social impact** in the most relevant areas that its businesses and activities may generate, promoting positive impacts and reducing negative impacts.
- **Respect the dignity of people and the human rights** inherent to them in accordance with various commitments of broad national or international recognition to which it has adhered.
- **Develop community investment programs and activities** to address the most relevant challenges of the communities in which the Group is present, with the aspiration of creating opportunities for all.

- **Involvement as an agent of social change** together with other stakeholders (employees, shareholders, suppliers or society in general) with the aspiration to create opportunities for all, and to dedicate its competencies and business knowledge, capabilities and resources to this end.

The **focuses of action in sustainability matters** provided in the Sustainability Policy are as follows:

- **The fight against climate change and the protection of natural capital**, so that the Group acts as a driver of the joint global effort to accelerate the shift to a net-zero emissions economy by 2050, and the preservation of natural capital.
- **Inclusive growth**, so that the Group acts as a catalyst for change, increasing the well-being and economic growth of society, leaving no one behind and making the opportunities of this new era available to all.



## Group sustainability objectives

- 1.** Increase the growth of the Group's business through sustainability. Identify new opportunities, innovate by developing sustainable products and offer advice for private and corporate clients, integrating sustainability risks into the Group's management processes.
- 2.** Achieve greenhouse gas emissions neutrality. Reduce the Group's direct emissions and indirect emissions through its customers, reaching emissions neutrality by 2050 at the latest, in line with the more ambitious objectives of the Paris Agreement.
- 3.** Drive integrity in our relationship with stakeholders. Ensure a responsible relationship with our customers and suppliers, promote diversity and inclusion in our team, enhance transparency and promote community investment.

## Alliances

GRI 2-28

Helping customers in their transition to a more sustainable future through partnerships with experts in sustainability, mobility, transportation, photovoltaic systems and energy efficiency is one of our contributions to enhancing positive impacts on society and the environment.

Different collaborations or alliances have been created with entities such as the German Agency for International Cooperation (GIZ), the environmental consulting firm Ectagono, the entrepreneurship company Victoria 147 and the Green Finance Advisory Council (*Consejo Consultivo de Finanzas Verdes, CCFV*), now the Mexican Sustainable Finance Council, seeking to strengthen the sustainability strategy and position BBVA as one of the strongest sustainable banks.

See the principles and policies that govern the activity of Grupo Financiero BBVA México in the following [link](#).



# Economic impact



The great work of Grupo Financiero BBVA México as an essential economic entity for the growth and development of the country is reflected in the continuous granting of credit, making the opportunities of this new era available to all. Grupo Financiero BBVA México also encourages savings among its customers, supporting them to have an excellent financial health with innovative solutions and constant improvements in both physical and digital infrastructure.

This, with a clear focus on caring for the quality of financial assets, as well as expense control, following the strategy of seeking the highest profitability, driving inclusive growth.

2022 was a year of economic recovery and great uncertainty derived from international conflicts. Grupo Financiero BBVA México continues to demonstrate

its strength in solvency and liquidity, turning moments of crisis into opportunities that benefit its customers, who are at the center of the business.

Grupo Financiero BBVA México's growth and success are a result of its constant investment in technology. This investment has not only enabled the company to navigate complex economic situations but also to promote financial inclusion in the country, providing high-quality financial services to more Mexicans.

Grupo Financiero BBVA México will continue working to provide the best service to families, individuals, companies and governments to continue creating opportunities. Its main objective is to be a bank of people for people.

**In 2023, it will maintain its transformation, with a renewed focus on customer service, offering its products with faster and more efficient processes, taking advantage of global trends such as digitalization, building an increasingly inclusive and sustainable society.**

# Evolution of activity

GRI 201-1

During 2022, the steady recovery of the country's economy has been confirmed. This, together with BBVA México's solid commitment to promoting development, can be seen reflected in the continued granting of credit, which recorded a balance of MXN 1,492,329 million. This consolidates BBVA México's leadership with a market share of 24.4%, according to the most recent figures published by the CNBV at the end of November 2022.

Commercial loans totaled MXN 827,894 million, of which 74% of the portfolio is made up of the business segment (including corporate and medium-sized companies), through which we continue to support the economic growth of the country's productive sector, and the remaining 26% corresponds to the sum of the government and financial institutions portfolio.

Grupo Financiero BBVA México considers supporting small and medium-sized enterprises (SMEs)<sup>1</sup> as one of its top strategic priorities. Currently, the SME portfolio exceeds MXN 95 billion, representing an impressive annual growth rate of 19.7%, with 20.9% more loans granted to this segment. As part of this initiative, the Banca de Barrio (Neighborhood Banking) business

model was launched in July 2020, with a team of 3,900 specialized executives providing tailored services to SMEs. This resulted in an increased customer base of 165,000, with the installation of over 140,000 point-of-sale terminals to further business growth.

The loans granted to individuals showed a positive trend in terms of both balance and loan originations. In 2022, credit cards were particularly dynamic, with balances reaching MXN 144,625 million, and more than 1.9 million customers received new credit cards, representing a 51.9% increase in new credit cards granted compared to last year. Payroll and personal loans closed with a combined balance of MXN 164,383 million, and this growth was supported by the innovation strategy, with 75% of total sales made through digital channels.

Mortgage loans has also been boosted, maintaining a trend of constant growth over the last two years. This has allowed Grupo Financiero BBVA México to maintain its leading position by granting one out of every four new mortgages in private banking, according to information from the CNBV at the end of December 2022.

<sup>1</sup> SMEs segmentation according to internal management criteria in BBVA México.

■ 2021 ■ 2022

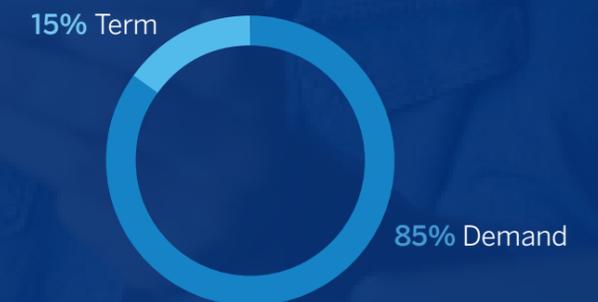
## Total Performing Portfolio (MXN Billions)



## Mortgage Portfolio (MXN Billions)



## Composition of Bank Deposits (%)



## Bank Deposits (MXN Billions)



Our ongoing strategy of financial inclusion and promotion of savings among customers is reflected in the 10.1% increase in bank deposits (demand deposits + time deposits)<sup>2</sup> in annual terms. This has allowed Grupo Financiero BBVA México to consolidate its leadership position by registering a market share in bank deposits of 24.4%, according to public figures from the CNBV at the end of 2022.

## Evolution of results

During 2022, Grupo Financiero BBVA México recorded solid results to close the year with a net income of MXN 84.84 million, supported by growing recurring income.

### Net income of **MXN 84.84 million.**

The result has benefited from an improvement in the financial margin derived from higher loan portfolio activity, as well as from an environment of higher interest rates. This was accompanied by a higher level of transaction activity, which is reflected in a positive result in fees and commissions.

<sup>2</sup> Bank deposits = demand + term total

The financial margin performed positively, as a result of the constant growth of commercial activity and in those segments with higher profitability, as well as the increasing path of the reference interest rate and the optimization of liabilities with a profitable mix of deposits that allows maintaining an adequate cost of funding.

During 2022, net commissions amounted to MXN 32,421 million, supported by a higher level of customer transactions with credit and debit cards, where the invoicing of these products has had a favorable double-digit growth of more than 20%. Also, mutual fund commissions have performed favorably during the year, also derived from a higher level of customer transactions.

Operating expenses will reach MXN 71,110 million during 2022. Despite the high levels of inflation observed during 2022, the company has managed to contain the evolution of expenses, which is reflected in an adequate level of efficiency ratio (measured as expenses divided by revenues) located at 32.1% accumulated at the end of December 2022.

The resilience of the results reflects the daily effort and commitment of our employees who faced a challenging environment with dedication, providing excellent customer service and experience.

■ 2021 ■ 2022

#### Net Income (MXN million)



#### Total Revenue (MXN million)



#### Total Expenses (MXN million)





■ 2021 ■ 2022

### Delinquency rate (%)



### Total Capitalization Ratio (%)



### Hedging rate (%)



### Liquidity Coverage Ratio (%)



## Material information

December 2022 (Financial Groups)		
Indicators (%)	GFBB	Market*
Return on equity (ROE)	25.8	17.4
Net Interest Margin	6.4	5.1
Efficiency ratio	32.1	43.8
Delinquency rate	1.6	2.1

\*Financial Groups Market includes: BBVA, Banorte, Inbursa, HSBC, Scotiabank, Santander and Citibanamex. Latest available information.



General Indicators of Full-Service Banks (CNBV Data)	
	Dec.22
Total Full-Service Banks	50 institutions
Branches	11,831
Employees	265,560
Bank total assets (MXN thousand)	12,524,311
Constant GDP (MXN thousand)	18,495,649
GDP %	67.7%
Total gross banking portfolio (MXN thousand)	6,241,838
GDP %	33.7%
Traditional deposits (MXN thousand)	7,202,444
Demand	4,917,697
Term	1,997,740
Securities	287,007

Relevance of Grupo Financiero BBVA México in the Economy	
	Dec.22
Total Assets (mp)	3,087,967
Performing Portfolio	1,492,329
Market Share (Performing Portfolio)	24.4%
Traditional Deposits (mp)	1,704,869
Market Share (Deposits)	24.4%
Traditional Deposits / Total Assets	55.21%

## Material information

Economic Value Added (EVA)		
	2021	2022
Personnel expenses	25,317	31,820
Interest expense	41,846	62,862
Administrative and operating expenses	18,251	20,196
Taxes	25,516	30,455
<b>Contributions to the community: funds allocated</b>	<b>110,930</b>	<b>145,333</b>

Economic value generated and distributed		
	2021	2022
<b>Economic value generated</b>	<b>185,422</b>	<b>226,373</b>
Financial margin	142,470	186,319
Net commissions	28,140	32,421
Other ordinary income	14,812	7,633
<b>Economic value distributed</b>	<b>99,705</b>	<b>151,050</b>
Dividends	11,080	53,945
General administrative expenses	37,792	34,830
Taxes	25,516	30,455
Personnel expenses	25,317	31,820
<b>Economic value retained</b>	<b>85,717</b>	<b>75,323</b>
Loan loss reserves	26,401	35,640
Other	59,316	39,683



Source: Grupo Financiero BBVA México.  
Figures in MXN millions.

# Stakeholders and materiality

GRI 2-1, 2-29

## Stakeholders and dialogue channels

Stakeholders of Grupo Financiero BBVA México were defined following the criteria established by the AA1000 Stakeholder Engagement Standard and represent people or groups of people who have some interaction with the Group.

Stakeholder	Dialogue Channels	Responsible Unit
 <p>Shareholders</p>	<ul style="list-style-type: none"> <li>Legal Department</li> <li>Shareholders' Meeting</li> <li>Annual Report</li> <li>Quarterly Financial Information</li> </ul>	<ul style="list-style-type: none"> <li>Investor relations <a href="https://investors.bbva.mx">https://investors.bbva.mx</a></li> </ul>
 <p>Customers</p>	<ul style="list-style-type: none"> <li>Branches</li> <li>BBVA Hotline <a href="https://www.bbva.mx/personas/servicios-digitales/linea-bbva.html">https://www.bbva.mx/personas/servicios-digitales/linea-bbva.html</a></li> <li>Website <a href="https://www.bbva.mx">https://www.bbva.mx</a></li> <li>Press (newspapers, magazines, inserts, direct mail, television and radio, among others)</li> <li>Satisfaction survey</li> <li>Social media</li> <li>Opinion studies</li> </ul>	<ul style="list-style-type: none"> <li>Wholesale and investment banking</li> <li>Business development</li> </ul>

● Daily   ● Monthly   ● Quarterly   ● Annually   ● Periodically

Stakeholder	Dialogue Channels	Responsible Unit
 <b>Employees</b>	<ul style="list-style-type: none"> <li>• We are BBVA</li> <li>• Email (employee whistleblower channel)</li> <li>• Work environment survey</li> <li>• Internal reputation study</li> </ul>	<ul style="list-style-type: none"> <li>• Talent &amp; Culture</li> <li>• Corporate Responsibility and Reputation</li> </ul>
 <b>Suppliers</b>	<ul style="list-style-type: none"> <li>• Adquira e-portal <a href="https://bbvaproveedores.mx">https://bbvaproveedores.mx</a></li> <li>• Complaints and suggestions mailbox <a href="https://bbva-suppliers.appspot.com/presencia-bbva">https://bbva-suppliers.appspot.com/presencia-bbva</a></li> <li>• Email</li> <li>• Satisfactory survey</li> </ul>	<ul style="list-style-type: none"> <li>• Purchases</li> </ul>
 <b>Regulators</b>	<ul style="list-style-type: none"> <li>• Committees</li> <li>• Forums</li> <li>• Meetings</li> <li>• Releases</li> </ul>	<ul style="list-style-type: none"> <li>• Talent &amp; Culture</li> <li>• Corporate Responsibility and Reputation</li> <li>• Risks</li> <li>• Regulatory compliance</li> </ul>
 <b>Society</b>	<ul style="list-style-type: none"> <li>• Fundación BBVA México webpage <a href="http://www.fundacionbbva.mx">www.fundacionbbva.mx</a></li> <li>• Social media</li> <li>• Opinion studies</li> </ul>	<ul style="list-style-type: none"> <li>• Fundación BBVA México</li> <li>• Quality</li> <li>• Corporate Responsibility and Reputation</li> </ul>

● Daily   
 ● Monthly   
 ● Quarterly   
 ● Annually   
 ● Periodically

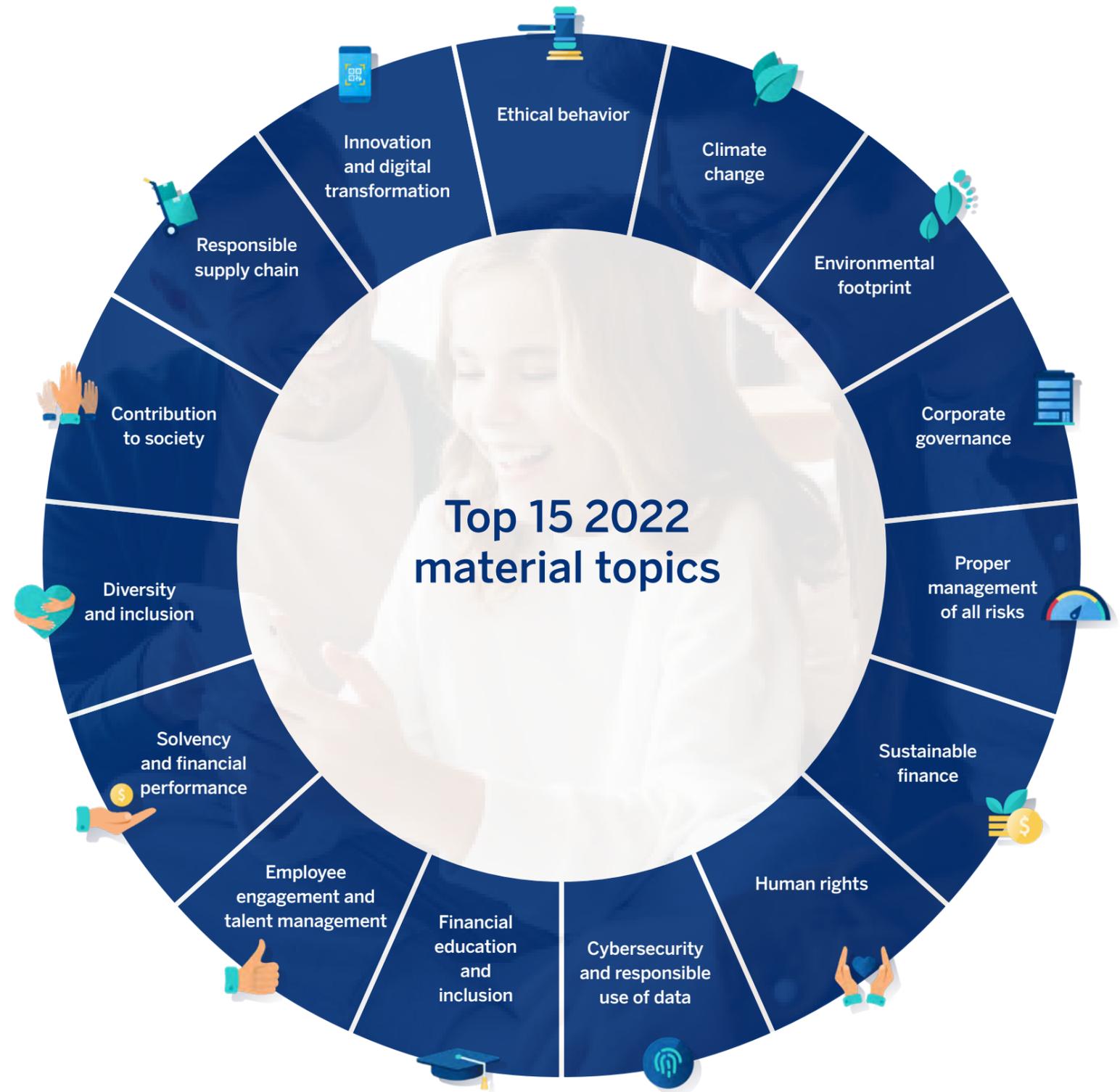
# Materiality analysis

GRI 3-1, 3-2

In 2022 Grupo Financiero BBVA México conducted an update to its materiality exercise, which identified the issues that generate the greatest impact -positive or negative, current or potential, on the economy, the environment, people and human rights- or those issues that impact the business or stakeholders.

To identify the material issues, we first identified ESG trends for the financial sector from sources such as the Global Reporting Initiative (GRI), Sustainability Accounting Standards Board (SASB), Task Force on Climate-related Financial Disclosures (TCFD), Dow Jones Sustainability Index (DJSI), Morgan Stanley Capital International (MSCI), Sustainable Development Goals (SDGs), World Economic Forum (WEF), United Nations Environment Programme Finance Initiative (UNEP FI), and Standard & Poor's Global (S&P), among others.

Furthermore, an evaluation was conducted to assess BBVA's sustainability management regarding the identified issues. This was followed by a comparison of the level of relevance and performance in relation to the issues among competitors in the sector. A particular weighting was assigned to the stakeholders evaluated, as well as to the organization's interests. As a result, 15 material issues were identified, and their objectives, management, and performance are presented in this report.



## Progress in assessing dual materiality

With the update of the materiality analysis, and aligned with the dual materiality vision of the GRI recommendations, for the first time an exercise was carried out to identify and weigh the real or potential risks, as well as the opportunities, related to material issues, which may be caused directly by the Group or affect it through its value chain, and which in turn may generate financial, reputational or operational impacts.

As a result of this preliminary analysis, 10 ESG risks associated with BBVA México's 15 material issues were identified. A group of representatives from the Bank's areas participated in this exercise, who, through a high-level qualitative assessment exercise, weighted the issues that, according to its experience and knowledge of the transactions, could represent a risk for the Group in terms of their probability and impact.

**Probability:** the likelihood of a given event happening.

**Impact:** severity of the effects when the risk materializes.

Initial developments in the dual materiality assessment show that the main risks associated with material issues in terms of potential frequency and severity are climate change, financial inclusion and education, ethics and cybersecurity.<sup>3</sup>

E	Sustainable Finance	Greenwashing
	Supply Chain	Inefficient use of resources
	Environmental Footprint	
	Climate Change	physical effects of climate change
S	Financial Education and Inclusion	Banking and Financial Education
	Cybersecurity	Theft and leakage of information
	Equality, Diversity and Inclusion	Gaps in Diversity and Inclusion
	Human Rights	
	Contribution to society	Customer service and reputation
	Health and safety	
	Labor practices	Turnover and talent drain
	Employee engagement and talent management	
G	Innovation	Lack of product and service innovation
	Corporate governance	
	Ethical behavior	Ethical dilemmas
	Solvency and financial performance	

<sup>3</sup> In 2023 we will continue BBVA's dual materiality assessment in Mexico with a more comprehensive analysis of these developments, with the aim of presenting the final results in the next reporting period. At a global level, the results of the BBVA Group's Dual Materiality assessment can be found on page 19 of this link.

# Governance

Transparency, integrity, responsibility and adherence to the best corporate governance practices make up the governance system of Grupo Financiero BBVA México, which, together with ethical values and efficient management of financial and non-financial risks, guarantees the sustainability of the business in the long term.

04

# Governance Corporate

GRI 2-9, 2-10, 2-11, 2-12, 2-13, 2-14, 2-15, 2-16, 2-19, 2-20

BBVA México's corporate governance system is made up of four key institutional principles:

1. The appropriate composition of its governing bodies
2. Clear delimitation of roles for the Board of Directors, its Committees and Senior Management
3. A sound decision-making process and a consolidated information model
4. A system of monitoring, supervision and control of management

Since 2021, BBVA México's corporate governance system has been governed by the Group's **General Corporate Governance Policy**, which aims to maintain coherent management in line with international standards of good governance, minimum requirements in terms of structure, composition, operation and diversity, as well as the parent-subsidiary relationship model.

## Corporate Structure of Grupo Financiero BBVA México

As of December 31, 2022



Grupo Financiero BBVA México, S.A. de C.V.	
BBVA México, S.A. 99.99%	Casa de Bolsa BBVA México, S.A. de C.V. 99.99%
BBVA Servicios Administrativos México, S.A. de C.V. 99.99%	BBVA Operadora México, S.A. de C.V. 99.99%
BBVA Asset Management México, S.A. de C.V. 99.99%	BBVA Seguros México, S.A. de C.V. 99.99%
BBVA Seguros Salud México, S.A. de C.V. 83.50%	BBVA Pensiones México, S.A. de C.V. 51.00%

# Management Structure

As of February 28, 2023



## Composition of the Board of Directors of Grupo Financiero BBVA México<sup>4</sup>

Management of GFBB is entrusted to the Board of Directors, whose members are appointed by the General Ordinary Shareholders' Meeting. The selection criteria are based on GFBB's bylaws, Chapter V, Article 25, as well as the processes and requirements of the applicable law. The General Ordinary Shareholders' Meeting is also responsible for assessing the Board's performance by approving its Annual Report, the audited financial statements, and ratifying its members.

Appointment and selection of the Board of Directors is governed by the provisions of Articles 23 and 45-K of the Banking Law of Mexico. The criteria applicable to the delegated Board Committees are those described in Articles 70, 145 and 168 Bis 8 of the General regulations governing credit institutions.

BBVA México's Board of Directors is the highest governing body of GFBB and is responsible for approving objectives, guidelines and policies on the organization and administration of credit, which must be consistent, compatible and complementary to those established for Comprehensive Risk

Management. It is also responsible for appointing the Committees and officers of the Group in charge of developing these objectives, guidelines and policies.

One of the powers of the Board of Directors is to elect the members of the various committees. It also approves the objectives and guidelines of the internal control system proposed by the Audit Committee.

To prevent potential conflicts of interest among its employees, directors and officers, the **Institution's Code of Conduct** was approved by the Board of Directors. This document contains the guidelines that must be followed to ensure that the actions of any person related to BBVA México are in accordance with its principles and values.

Part of the responsibilities of the Board of Directors is to establish mechanisms for the relevant management to keep GFBB informed on the financial, administrative, operating and legal condition of all financial entities and other companies under its control. For this reason, it ensures that everything is clear and well defined to ensure efficient management.



**The Board of Directors of BBVA México** is made up of nine members and nine alternates, of whom six are independent and two are women.

<sup>4</sup> In this [link](#) are the documents related to the Board of Directors and other information considered of interest in relation to this matter.

# Board of Directors of BBVA México

Members and information as at 31 December 2022

The average tenure of BBVA México directors is 9.22 years.

## MEMBERS

### Jaime Serra Puche

Chairman of the Board  
Seniority: 15 years

### Eduardo Osuna Osuna

Vice Chairman of the Board  
Seniority: 7 years

### Onur Genc

Seniority: 4 years

### Carlos Torres Vila

Seniority: 6 years

### Vicente María Rodero Rodero

Seniority: 10 years

### Carlos Vicente Salazar Lomelín\*

Seniority: 17 years

### Ricardo Guajardo Touché\*

Seniority: 31 years

### Jorge Saenz-Azcunaga Carranza

Seniority: 6 years

### Cristina de Parias Halcón

Seniority: 3 years

## ALTERNATES

### Alejandro Mariano Werner Wainfeld

Seniority: 1 year

### Armado Garza Sada

Seniority: 4 years

### Juan Asúa Madariaga

Seniority: 4 years

### Fernando Gerardo Chico Pardo

Seniority: 13 years

### Eduardo Javier Garza Fernández

Seniority: 4 years

### Arturo Manuel Fernández Pérez\*

Seniority: 28 years

### Ana Laura Magaloni Kerpel\*

Seniority: 1 year

### Enrique de Jesús Zambrano Benítez

Seniority: 3 years

### Alejandro Ramírez Magaña

Seniority: 9 years

\* Independent member.

## Meetings of the Board of Directors

They are held on a quarterly basis and may also be called when requested by the Chairman, Secretary, Assistant Secretary, one of GFBB's Statutory Examiners or when at least one quarter of the directors so request. To hold a meeting, the attendance of at least 51% of the members, including one independent member, is required.

In 2022, seven meetings of the BBVA México's Board of Directors were held on the following dates:

- January 20
- March 23
- April 28
- July 21
- October 4
- October 27
- December 15

## Remuneration

Non-BBVA Group directors are compensated for their attendance at each Board of Directors meeting by multiplying the value of 2 (two) fifty-peso gold coins, commonly referred to as "Centenarios," by 1.53846 for residents of Mexico, or 1.33333 for non-residents.



## Regional boards FS5

Regional Boards aim to foster progress and growth of Grupo Financiero BBVA México by providing a forum for discussion and creating an active business community to contribute to the development of the country. They serve as a platform to gather feedback on the banking activity, service levels, and local business culture.

Additionally, they facilitate business referencing and establish strong relationships between GFBB officials, the community, and local authorities. The Regional Boards also actively participate with the Fundación BBVA México.

### Structure of the Regional Advisory Boards:

- At least 10 members, depending on the size of the region
- The Coordinator of the Board must be an office of BBVA México.



**Regional Advisory Boards** are composed of **540 leaders**.

**52 women** participated in the Regional Advisory Boards in 2022.

In 2022 we held the following **meetings** of the Regional Advisory Boards:

- 3 Chairmen Boards
- 1 National Board of Members
- 7 Divisional Meetings
- Local Boards in all 27 Boards
- 2 Trade Missions: to the United Arab Emirates and Silicon Valley
- Multi-regional Board of Members
- Summer Courses in Mexico and Spain for the children of the Directors

NORTHWEST	NORTHEAST	WEST	METROPOLITAN AREA	BAJÍO	SOUTH	SOUTHEAST
Baja California Chihuahua Sinaloa Sonora	Tamaulipas La Laguna Nuevo León	Colima Jalisco Michoacán Nayarit	Toluca Metropolitana	Guanajuato Aguascalientes San Luis Potosí Querétaro Hidalgo	Morelos Puebla Guerrero Oaxaca Veracruz	Chiapas Peninsular Quintana Roo Tabasco



## Sustainability governance

GRI 2-13

At BBVA, sustainability is a strategic priority. This means doing business at the same time as making a decisive contribution to solving the environmental and social problems of our times and creating opportunities for all. To this end, we have a Global Sustainability Office whose management model is replicated in Mexico and is operated by sustainability professionals located in the bank's different business units.

This area is responsible for creating the strategic sustainable plan and coordinating the management of sustainability-related issues through various functions such as the

development of sustainable and innovative products, the dissemination of specialized knowledge through differential advice to customers, and the establishment of marketing methodologies and relationships with strategic partners.

We have implemented this model as part of our Global Sustainability Policy, which has been approved by BBVA's Board of Directors. As the highest supervisory body of the Bank, the Board of Directors will oversee the implementation of the Policy, either directly or through its Committees. This will be based on periodic or *ad hoc* reports received

from the leader responsible for sustainability, the various areas of the Bank that will integrate sustainability into their day-to-day business and activities, and, if necessary, the heads of the different control functions within BBVA.

# Financial risk management

GRI 2-12  
SASB FN-CB-550a.2, FN-IB-550a.2, FN-AC-550a.2, FN-IN-550a.3

## Organizational Structure

BBVA México's General Risk Department reports directly to the Institution's General Management, thus guaranteeing its independence from the Business Units and allowing it the necessary autonomy to carry out its activities.

In general terms and considering the best national and international practices, three teams specialized in Credit Risk have been created, the first one targeting the Wholesale portfolio, with the functions of admission, monitoring and recovery. The second team focuses on the SME sector and the last one on the Individuals sector, both with the functions of admission and monitoring. The three teams are supported and complemented by an area dedicated to the management of recovered Non-Financial Assets (NFA). For the SME and Retail sectors, there is also a specific area that concentrates the recovery functions given the common characteristics and synergies involved in performing the function for these sectors. The management of market, structural and liquidity risks is also integrated in

a single unit, which includes risk management in non-banking businesses and asset management.

There is also Advanced Analytics, Risk Solutions and Risk Transformation to support the aforementioned units.

### **Advanced Analytics**

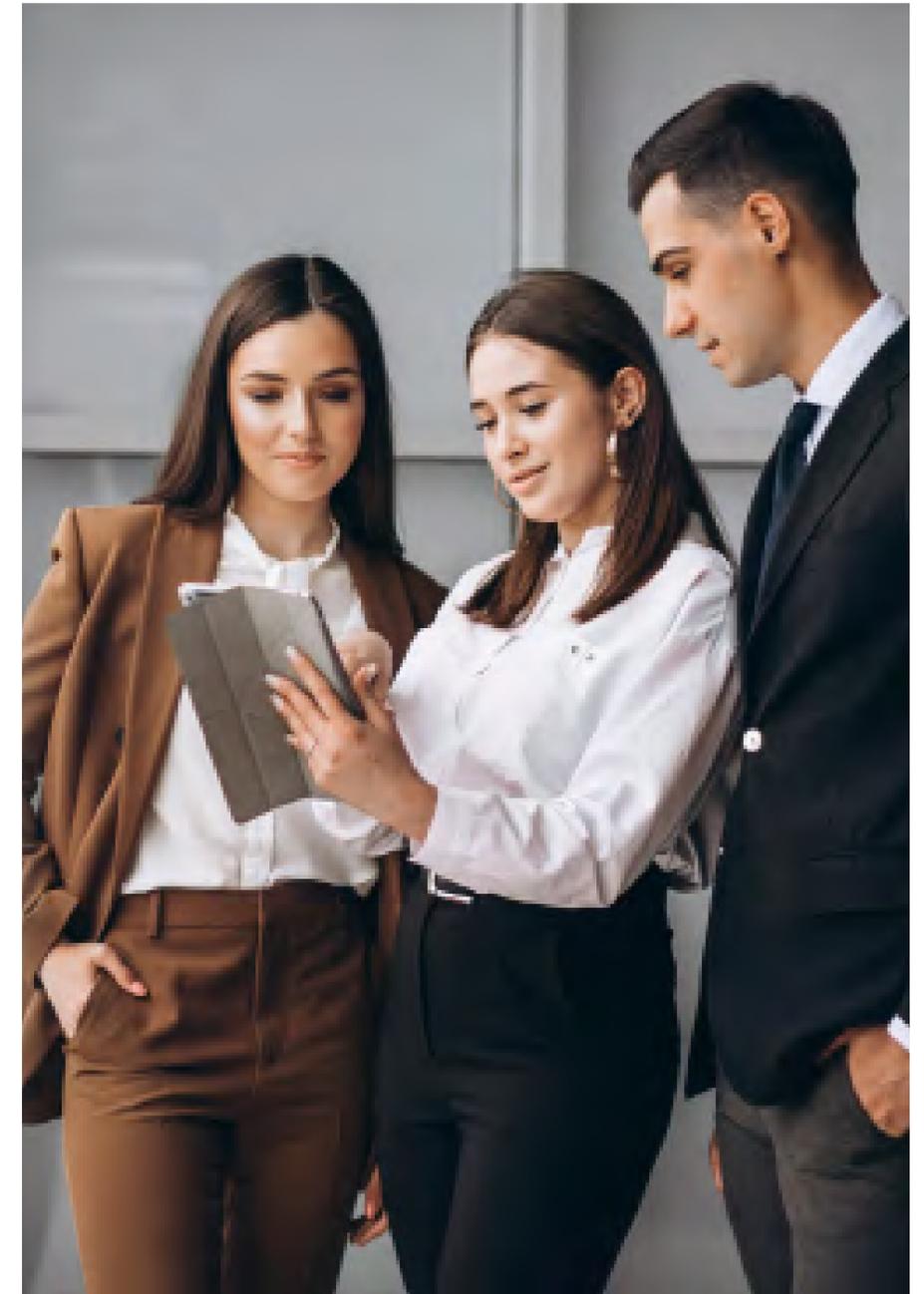
addresses the specialized needs of the Risk areas in terms of methodologies and technologies.

### **Risk Solutions**

ensures that the areas have the necessary technological resources to carry out their functions and leads the portfolio of projects in this area.

### **Risk Transformation**

seeks the efficient execution and continuous improvement of the Risk areas' processes.



The Portfolio Management, Data & Reporting unit has been implemented for the preparation, monitoring and generation of reports for the management of the areas, as well as for the measurement of operational risk and loss management. This area is also responsible for disclosing information within the Risk area in strict compliance with national and international regulations.

In accordance with the regulatory requirements of the CNBV regarding the disclosure of the policies and procedures established by credit institutions for Comprehensive Risk Management, the measures implemented for this purpose by BBVA México's management, as well as the relevant quantitative information, are presented below.





## Qualitative information

### Participation of corporate bodies

The risk governance model in Grupo Financiero BBVA México is characterized by the direct involvement of its corporate bodies, both in establishing the risk strategy and in the continuous monitoring and supervision of its implementation.

The Board of Directors of Grupo Financiero BBVA México and of each one of its subsidiaries in Mexico approves, at the proposal of the Risk Committee:

- The objectives, guidelines and policies of Comprehensive Risk Management, and any potential modifications
- The global risk exposure limits and, where appropriate, the Specific Risk Exposure Limits, considering the Consolidated Risk, broken down by business unit or risk factor, as well as, where appropriate, the Risk Tolerance Levels
- The special cases or circumstances in which both the Global Risk Exposure Limits and the Specific Risk Exposure Limits may be exceeded
- The Capital Adequacy Assessment including the capital estimate and, where applicable, the capitalization plan
- The Contingency Plan and its amendments

The Delegate Risk Committee of the Board of BBVA México approves:

- The Specific Risk Exposure Limits and Risk Tolerance Levels, and liquidity risk indicators
- The methodologies and procedures to identify, measure, monitor, limit, control, inform and disclose the different types of risk to which BBVA México is exposed, and their potential modifications
- The models, parameters, scenarios, assumptions, including those related to stress tests, which are used to conduct the Capital Adequacy Assessment and which will be used to carry out the valuation, measurement and control of the risks proposed by the Comprehensive Risk Management Unit, which must be in accordance with BBVA México technology
- The methodologies for the identification, valuation, measurement and control of the risks of new transactions, products and services that BBVA México intends to offer to the market
- The correction plans proposed by the CEO
- The evaluation of the aspects of Comprehensive Risk Management

- The level of effectiveness that the mechanisms of validation of the security elements of the identifications presented by potential clients, as well as the technology to carry out the biometric recognitions contemplated in the law.

As well as other activities in accordance with the applicable regulations and those that are delegated by the Board of Directors of Grupo Financiero BBVA México and each of its subsidiaries.

## Politics and procedures

There are risk manuals that reflect the strategy, organization, operational framework, technological framework, methodological framework and regulatory processes according to the needs of each procedure or policy of Comprehensive Risk Management of Grupo Financiero BBVA México.

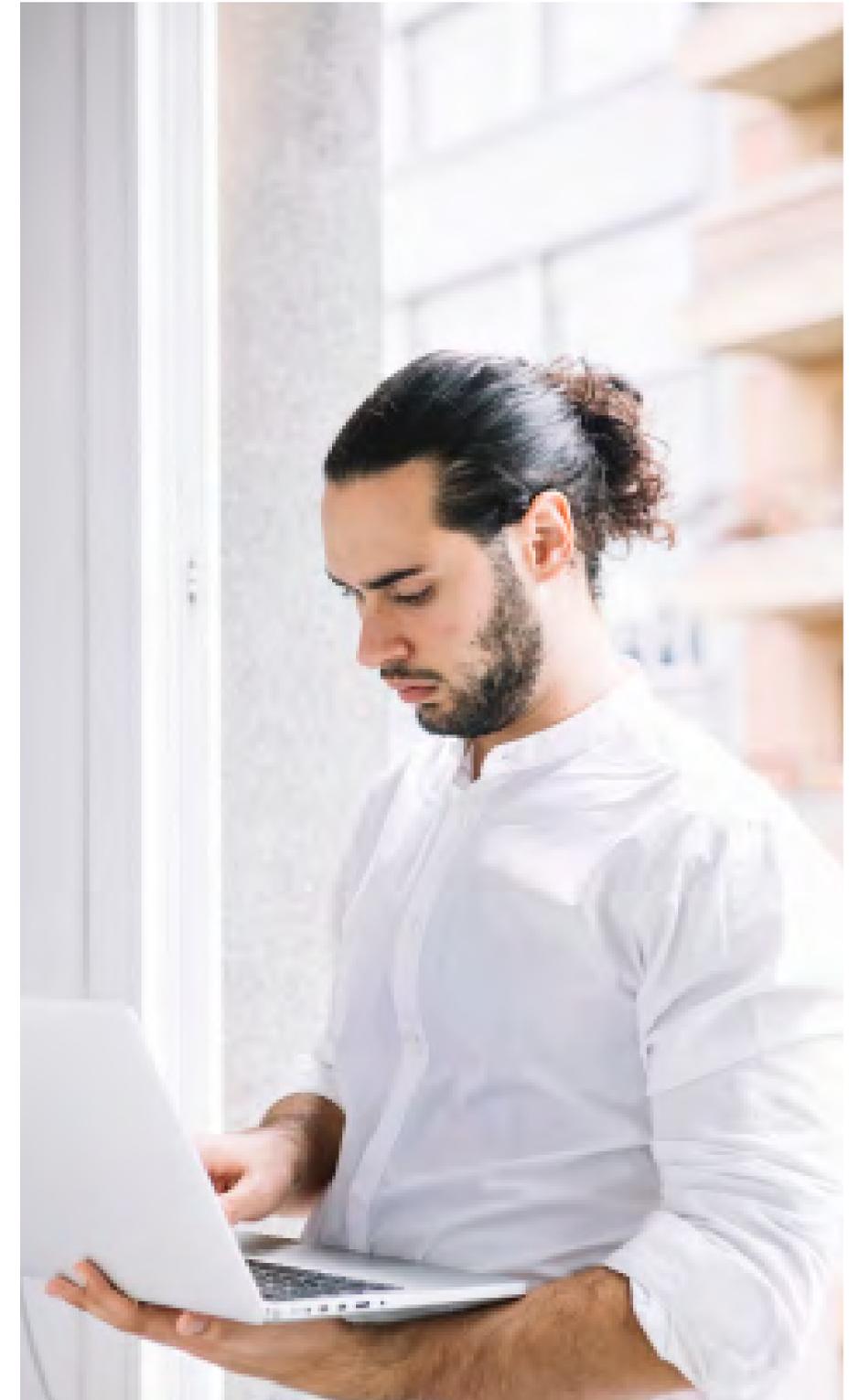
A training program on risks and disclosure of regulations is carried out, including the defined and delimited liability of third parties.

## Tactical decision making

The management model of Grupo Financiero BBVA México and each of its subsidiaries ensures the independence of the Comprehensive Risk Management Unit. It establishes monitoring processes through reports and alerts to timely detect deterioration and deviations from business objectives and the limit structure defined by type of risk.

Regarding the risk appetite, the different risk units participate in the preparation of the Risk Appetite that Grupo Financiero BBVA México is willing to assume to achieve its business objectives and that must be submitted in general terms and particular exposures and sub-limits by the Risk Committee and/or the Board of Directors, for approval, where appropriate.

Appropriate authorization processes are carried out for new products and/or services that involve risk for BBVA México, which include the ratification of the new product and/or service by the Risk Committee.





## Tools and analytics

Continuous measurement of credit, market and liquidity risks under consistent methodologies and parameters. Budgets are prepared for these metrics, which serve as the axis of direction of risk management.

In the reports, the risks incurred by the different business units of BBVA México are monitored and analyzed. Said monitoring considers Risk Metrics, Risk Appetite, Main Concentrations, Compliance with Regulatory Limits, Analysis of Credit Stress, Calculation of Regulatory Capital Requirement, Structural Risks, Market Risks, Liquidity Risk, Operational Risk and Legal Risk.

Methodologies and parameters used to measure risks are periodically calibrated and submitted for approval to the authorized bodies.

The establishment of periodic processes for sensitivity analysis, stress testing and review and calibration of models are carried out.

The establishment of methodologies for the monitoring and control of operational and legal risks is also carried out according to international standards.

## Information

Information is an essential pillar in risk management and is used to carry out early management through the definition and establishment of early warning indicators and metrics that make it possible to anticipate movements –positive and negative– in the risk profile (customers, portfolios, products, asset classes), prevent deterioration and point out deviations and potential threats, in all risks, by all defined axes, in all its phases (current, impaired and in recovery), at all organizational levels of the function (risk units in the business areas, corporate area and specialist areas) and corporate bodies, ensuring compliance and coherence with regulatory requirements in this area.

It ensures that the data used in the preparation of the reports come from unified sources by type of risk, reconciled, traceable, automated to a greater extent (or if they are manual, have controls), with a single definition, guaranteeing the frequency, distribution and confidentiality of reporting among other aspects.

## Technological Platform

The source and calculation systems for risk measurements are periodically reviewed and a process of continuous improvement is carried out in order to guarantee the quality and sufficiency of data and aiming, as far as possible, at the automation of processes.

## Audit

Annually, in compliance with the obligations set forth in the General Regulations applicable to Credit Institutions ("CUB"), Internal Audit performs a Comprehensive Risk Management Audit in accordance with the legal provisions applicable to the matter, which is sent to the CNBV. The recommendations in each of the audits conducted are followed up periodically by the Audit Committee delegated by the Board of Directors.

Also, audits of compliance with the Banking Law, the CUB and other legal provisions applicable to Grupo Financiero BBVA México and its subsidiaries BBVA México are conducted by independent experts, through which it has been concluded that the models, systems, methodologies, assumptions, parameters and risk measurement procedures comply with their functionality in view of the characteristics of the operations, instruments, portfolios and risk exposures of Grupo Financiero BBVA México.



BBVA México considers that to date it fully complies with the provisions regarding Risk Management, and it continues with improvement projects in measurements and limitations, process automation and methodological refinements.

## Methodological framework

The balance sheet of Grupo Financiero BBVA México is shown, for risk purposes, as follows:

### Market Risk

- **Portfolios of transactions and investments.**  
Investments in securities for trading, repos and transactions with derivative financial instruments.
- **Structural Balance**  
Available-for-sale, other transactions, including held-to-maturity securities and derivative financial instruments to manage structural risk of interest rates and exchange rates.

### Credit Risk

- **Companies and Corporations**  
Traditional credit portfolio, including small and medium-sized companies, as well as exposures for investments in issues as counterparties in derivative financial instruments.
- **Consumer**  
Credit cards and financing plans.
- **Mortgage**  
Mortgage portfolio.

### Liquidity Risk

- **Banking business**  
With on and off balance sheet positions, including loans, traditional deposits, investments in securities, derivatives and wholesale financing, among others.

Also, with respect to contractual obligations, the monitoring and control of the liquidity risk of the banking business integrates the liquidity that its subsidiaries, entities belonging to the same financial group or relevant related persons may require, and liquidity that the banking business itself may require from any of the related entities or persons mentioned.

# Regulatory compliance

GRI 206-1  
SASB FN-CB-510a.2, FN-IB-510a.2, FN-AC-510a.2

Grupo Financiero BBVA México (through its subsidiaries) has a **Compliance System** designed to mitigate risks related to issues such as anti-money laundering, conduct with customers, corporate compliance, data protection, and the securities market.

The system includes the implementation of various elements, such as risk identification, procedures, communication and training actions that provide for rigorous ethical standards for daily conduct. In addition, there is a compliance function charter that regulates the performance of the Compliance Department in the Group.

The system consists of **seven basic pillars**:

-  Adequate organizational structure
-  Policies and procedures
-  Mitigation processes and compliance controls
-  Technological infrastructure
-  Communication and training mechanisms and policies
-  Monitoring metrics and indicators
-  Independent periodic review

# Non-financial risk management

GRI 2-12, FS2



Just as Grupo Financiero BBVA México is exposed to risks and opportunities on financial, regulatory, market and tax issues, it is also exposed to social, ethical and climate change-related risks, which could have adverse effects on customers, the business and communities should they materialize.

In this regard, there is a [Corporate Policy for Non-Financial Risk Management](#), which contains the guidelines and regulations for the management of operational risks inherent to the activities; this is in addition to the financial risk management and control model.

In accordance with this policy and with the support of the Business and Support Areas, the Non-Financial Risk Units and the Specialized Control Units, procedures and methodologies are developed to prioritize, assess and monitor potential risks on a regular basis, which allows for the implementation of appropriate mitigation and control measures.

## Reputational risk management

Institutional reputation is an extremely important issue for Grupo Financiero BBVA México. For this reason, methodologies and tools were implemented to assess, identify and prioritize reputational risks based on the strength of Grupo Financiero BBVA México with respect to risk and the impact perceptions of stakeholders.

As part of the mechanisms for identifying and assessing reputational risk, mitigation controls and action plans are generated to reduce the risk and maintain or improve our reputation.

Since 2020, GFBB has implemented a manual that guides and supports the Operational Risk Admission Committee in the identification and assessment of reputational risks. Each year, the results of the assessment are reported to the Board's Standing Committee and the Global Corporate Assurance Committee of Grupo Financiero BBVA México.

## Risk management associated with climate change

GFBB recognizes the effects and negative impacts of climate change and therefore manages the potential related risks through governance processes and mechanisms in the credit, market, liquidity, operational and non-financial risk management frameworks.



# Human Rights

As part of its commitment to human dignity and rights, Grupo Financiero BBVA México abides by the standards provided in the Universal Declaration of Human Rights, the United Nations Guiding Principles on Business and Human Rights and the Global Compact.

To this end, it strives to create a favorable environment that preserves well-being and contributes to the integral development of the societies where it operates, and for this, it generates sustainable actions that improve the well-being of these communities.

Respect for human rights and human freedoms is fostered and put into practice on a daily basis for employees, customers, suppliers, business partners and other stakeholders.

As part of the Grupo Financiero BBVA México's efforts in this area, in 2022 a human rights due diligence process was carried out in line with the United Nations Guiding Principles on Business and Human Rights. With a preventive approach, the objective was to identify the possible impacts of operations on human rights and establish the necessary procedures to repair any damage in case of violation.

The following six topics for the prevention, mitigation and repair of impacts on human rights were evaluated:

- Conditions of employment**  
Hiring and fair compensation, labor rights and relations, and health and safety.
- Projects and products**  
Impact on human rights derived from the credit activity.
- Supply chain**  
Fair contract conditions, supplier control and responsible purchasing policies.
- Customer welfare**  
Accessibility and service, security and respect.
- Respect for communities**  
Environmental protection and inclusive businesses.
- Cross-cutting issues:**  
Data protection and the impact of new technologies on human rights.



The human rights due diligence process conducted by Grupo Financiero BBVA México evaluated the inherent and residual risks related to six issues with respect to its stakeholders, including employees, suppliers, customers and local communities. The results determined a medium-high effectiveness of the management and mitigation measures and allowed the detection of improvement opportunities and the establishment of action plans for strategy, disclosure and processes of Grupo Financiero BBVA México. With a preventive approach, the impacts of the transactions were evaluated and the appropriate procedures were identified to repair any damage in the event of a breach.

## BBVA and human rights

**2002**

- Publication of the Code of Conduct
- Members of the UN Global Compact

**2004**

1<sup>st</sup> Spanish bank to adhere to the Equator Principles

**2005**

Publication of the 1<sup>st</sup> Regulation of the defense sector

**2007**

Publication of the 1<sup>st</sup> Commitment on human rights

**2008**

Adherence to the United Nations Principles for Responsible Investment (UN-PRI)

**2011**

Launch of the Diversity Plan

**2012**

- Adherence to the Thun Group of Banks
- Publication of the Responsible Purchasing Policy
- Publication of the Low-Income Housing Policy

**2014**

Review of the defense sector standard

**2017**

1<sup>st</sup> global human rights due diligence in human rights  
Publication of the Code of Ethics for suppliers

**2018**

- Update of the Commitment on human rights
- Publication of the Human Rights Action Plan 2018-2020
- Publication of Sector Standards for environmental and social due diligence

**2019**

Expansion of the scope of the Sector Standards and the scope of the Defense Sector Standard

**2020**

- New CSR policy
- Update of the human rights commitment
- Publication of the Environmental and Social Framework for due diligence in the mining, agribusiness, energy, infrastructure and defense sectors
- Update of the Code of Ethics for Suppliers
- General Procurement Principles

**2021**

- 2<sup>nd</sup> Global Human Rights Due Diligence Process
- Expansion of the scope of the Environmental and Social Framework
- Update of the General Procurement Principles

**2022**

3<sup>rd</sup> Global Human Rights Due Diligence Process with results and action plans by country

In **2023** we will be working on the Business and Human Rights Accelerator of the Global Compact in Mexico.

# Compliance System

GRI 2-23, 2-26, 205-1, 205-2, 205-3  
SASB FN-IB-510b.4

The Compliance function is included in the Compliance Statute of Grupo Financiero BBVA Mexico, which consists of a series of elements that together address the risks associated with Anti-Money Laundering Prevention, Customer Conduct, Corporate Compliance, which oversees the expected ethical behavior standards in the Group, the Protection of Personal Data in our possession, and the behaviors to be observed in the Securities Market.

The foregoing is achieved through compliance programs that include the proper identification of risks, the design of policies and procedures, communication actions, training, and the government model that oversees the application of the programs to establish standards of ethical behavior to conduct daily activities and mitigate eventual risks that may appear.

This statute has the following elements that regulate the framework of action of the Compliance Department within Grupo Financiero BBVA México.



This system consists of **seven basic pillars:**

1. Adequate organizational structure
2. Policies and procedures
3. Mitigation processes and compliance controls
4. Technological infrastructure
5. Communication and training mechanisms and policies
6. Monitoring metrics and indicators
7. Independent periodic review

## Integrity Program

For Grupo Financiero BBVA México, integrity is a fundamental value in the development of its activities and a requirement towards the different Stakeholders. Within the institution, everyone must act honoring the Code of Conduct, the applicable laws and regulations in a comprehensive, transparent and professional manner, in accordance with the social impact of the financial activity carried out and the trust placed in the Group by its shareholders and customers.

As part of the efforts of Grupo Financiero BBVA México and to reinforce the culture of integrity, the “Soy Íntegro” Program was implemented, the first phase concluded in July 2021, where 1,485 virtual sessions were given benefiting 36,951, which includes an interactive mini-series called “Friends and Judges” where situations or ethical dilemmas are presented to be solved in each of the chapters.

Given the positive impact on employees, it was decided to continue this program online in 2022 for new employees and for those who were unable to take it in the first phase.



During 2022, in the second phase, **8,266 employees have taken the online course**, achieving a progress of 88.2% and 85.8% in Central Areas and Commercial Network, respectively.

# Code of Conduct

Grupo BBVA México, through its Board of Directors, approved the **new Code of Conduct** on March 23, 2022, which provides for the guidelines for action and ethical behavior expected of all those who make up the Group. This new Code of Conduct includes new sections that are adjusted to the current needs of the social environment, however, it still retains the essential fundamentals of the previous Code.

BBVA's Code of Conduct represents an ethical commitment to its main stakeholders, as it seeks to promote principles of upright behavior throughout the organization, in order to maintain the highest standards of integrity and honesty. Strict standards of conduct are established for the development of Grupo BBVA México's activities, focused on safeguarding customer information in accordance with legal provisions.

In order for everyone to know and become aware of the importance of the **Code of Conduct**, nearly 42 thousand Group employees were enrolled, of which by the end of 2022, 35,395 had been accredited, equivalent to 84% progress. The course will continue to be offered at Campus BBVA until we achieve the goal of having 100% of our employees complete the course, which is the target we have set for the end of the first quarter of 2023.



**Key pillars of BBVA's Code of Conduct**

-  **Conduct with the customer**
-  **Conduct with our colleagues**
-  **Conduct with the company**
-  **Conduct with society**

In May 2022, another significant milestone was reached, as the **Emotional Support Hotline** that Grupo BBVA México makes available to employees who need support in matters of Emergencies, Health, Domestic Violence, Harassment and Sexual Harassment was publicized.

The line is available 365 days a year, 24 hours a day, by calling 55 5621 - 4357 in Option 3, or from the corporate cell phone by dialing 814357. Throughout the year, this effort can be seen in different instances of the corporate buildings and is in a process of maturing.

In May 2022, as an additional effort to consolidate a culture of anti-corruption and conflict of interest prevention, we launched the **Gift and Event Registration Tool**, in which the Group's employees must register:

- Receiving gifts from third parties
- Delivery of gifts from third parties
- Events organized by BBVA, and
- Attendance at third party events

## Whistleblower Channel and Consultation Channel

The Whistleblower Channel and the Consultation Channel continue to be available to customers, suppliers and employees who wish to report any possible non-compliance with the Code of Conduct, regulations or unlawful practices. The channels are available 24/7, 365 days a year.

### The channels are:

[www.bkms-system.com/bbva](http://www.bkms-system.com/bbva)

### Consultation Channel:

[www.bkms-system.com/consultas](http://www.bkms-system.com/consultas)

## 2022 Results



Should any situation evaluated require disciplinary action, it will be carried out in accordance with Grupo Financiero BBVA México's disciplinary regime and the applicable legal terms.

## 📌 2023 Objectives

By 2023, we seek to consolidate the Culture of Integrity through the relaunch of the Integrity Program, focused mainly on ensuring that employees continue to act in accordance with the values of our corporate culture and in line with the leadership model promoted by Grupo BBVA: Empowerment, Entrepreneurship and Accountability.

In a corporate manner, we expect to launch and implement a tool to declare conflicts of interest and the declaration of other professional activities, which will tentatively be available for 2Q 2023 and aims to have an adequate means of declaration to support the management of conflicts of interest and to have an inventory of the second activities of employees to help identify conflicts of interest for their proper management.

In addition, the Antitrust, Anti-corruption, Conflict of Interest and Corporate Criminal Liability Programs will be reinforced in order to strengthen the ethical behavior of the Group's employees, who are more exposed to the risks contained in the Program.

## ★ Acknowledgments

For yet another year, BBVA México was awarded **1<sup>st</sup> place** by Expansión magazine in the 500 companies against corruption index, for its best practices in integrity issues within the organization and with its Stakeholders.

**BBVA México was 1<sup>st</sup> place in the 500 companies against corruption index.**

# Anti-Money Laundering and Financing of Terrorist Activities



Grupo Financiero BBVA México commitment to Anti-Money Laundering (AML) and the financing of terrorism (FT) is a priority objective for the company.

In order to preserve the well-being of the communities in which it operates, GFBB works actively in the fight against drug trafficking, terrorism and other forms of organized crime. To achieve this, it has adopted a series of measures such as the following:

- Collaborate with government agencies.
- Establish corporate criteria and procedures aimed at mitigating the risk of its products and services being used for criminal purposes.
- Design and implement an organizational structure with the necessary resources to manage this function and a clear assignment of responsibilities.

- Create a regulatory body that determines the obligations for AML and TF, with special emphasis on Know Your Customer (KYC) measures.
- Implement measures for monitoring and filtering customers and their operations, aimed at identifying potential suspicious activities and ensuring their reporting to the competent authority.
- Implement a new and robust international sanctions program, which provides for the basis for managing the program through: an expansion of the internal regulatory framework; a comprehensive assessment of the bank's risks and controls; standardization of key processes; and socialization and awareness of the program.
- To act as a consultative body within BBVA with respect to the application of the rules, criteria and procedures for anti-money laundering and financing of terrorism.

<sup>5</sup> Las sanciones económicas, financieras, embargos de armas, restricciones de admisión/diplomáticas (colectivamente referidas como "sanciones internacionales" o "sanciones") son herramientas de política exterior que usan países u organismos internacionales para salvaguardar sus intereses de seguridad nacional. Lo anterior mediante la prohibición para establecer negocios o relaciones comerciales con ciertos actores (personas físicas, morales o jurisdicciones) que se consideran dañinos para la seguridad nacional y que generalmente son relacionados con lavado de dinero, terrorismo, proliferación de armas de destrucción masiva o violaciones a los derechos humanos.

- Execute annual communication and training plans for employees, which are designed by the Asociación de Bancos de México (ABM), based on the level of exposure of each group to the risk of money laundering and in order to provide them with the necessary skills to comply with applicable regulations.

GFBB is committed to being an internal consultation body to ensure the application of AML and FT rules and procedures.

Training of employees, members of the Board of Directors and Executives in AML and FT includes the disclosure of Know Your Customer policies, as well as the criteria, measures and procedures for due compliance with the applicable regulations;

the dissemination of the provisions and their modifications. It also considers information on techniques, methods and trends to prevent, detect and report transactions that could be intended to favor, provide aid, assistance or cooperation of any kind for money laundering and terrorist financing.

Once the employee takes the course, he/she is accredited through the application of evaluations on the knowledge acquired.

AML and FT training			
	2020	2021	2022
Participants in AML training activities	36,472	37,967	39,565
Specialists in activities on anti-money laundering and terrorist financing activities	347	352	371
AML and TF Management Committee and Board of Directors	31	31	31



# Responsible value chain

Grupo Financiero BBVA México is committed to creating responsible, sustainable and inclusive value for its stakeholders and particularly for its customers, for whom it continually strives to improve their experience and satisfaction through innovative, safe and high-quality products and services. With its employees, it focuses on providing a safe and diverse work environment where they can develop professionally. With the environment, the commitment is to minimize the negative impact through the Global Eco-Efficiency Plan. And with the supply chain, to rigorously evaluate its suppliers so that they maintain practices aligned with BBVA México's sustainability strategy.

05

# Seamless experience

As in previous years, GFBB maintained the goal of providing a seamless customer experience. To achieve this, employees received the necessary tools and training to provide exceptional and tailored service. The goal is to have employees who are sensitive to customer needs and capable of offering solutions tailored to each interaction.

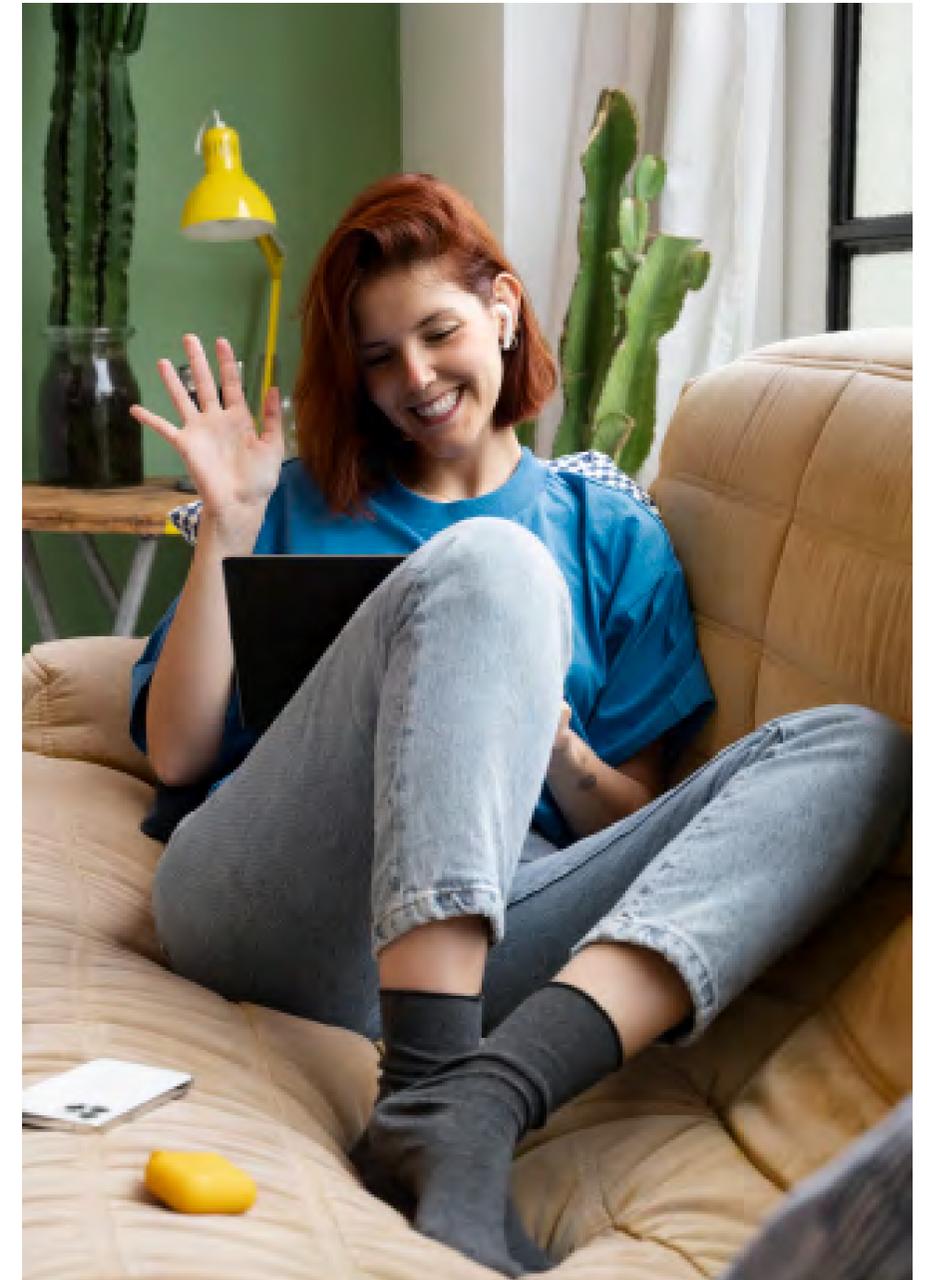
## Quality and customer service

Grupo Financiero BBVA México uses an index based on a survey in which, on a scale of 0 to 10, the degree to which customers would recommend the bank is measured. This tool is fundamental for improving financial products and services, as well as aligning them with customers' needs. Thanks to this method, it has managed to increase customer trust and be recognized as one of the safest and most recommendable banks in the country.

## Open market recommendation index

In addition to the quality index and customer service, brand perception is measured through the open market recommendation index. In 2022, GFBB maintained the first position in this annual average index for Commercial Banking, Government and Commercial Banking and different channels, achieving recognition as a leader in these segments.

Open market recommendation index	
Business or channels	Points above the nearest competitor
Commercial Banking	+27
Corporations and Government Banking	+29
SME Banking	-1
Telephone Banking	+8
Mobile Banking	+24
ATMs	+27





## Internal customer recommendation index

In addition to the Open Market Recommendation Index, surveys are conducted, mostly electronically, which has allowed us to increase the scope to include the opinion of employees in the continuous improvement process. The evaluation is carried out through profiled surveys via e-mail that measure the perception of the Commercial Networks on the service received from internal suppliers in customer service.

The Net Recommendation Index (IReNe) is measured monthly and a consolidated figure is presented at the end of the year. In 2022, the cumulative IReNe was 66, 26 points above second place.

Customer perception	
Banking	2021 vs. 2022 Change
Commercial Banking	+3
Wealth and Private Banking	-1
SME Banking	+12
Corporations and Government Banking	+4
Mortgage Banking	+3
Consumer Finance	+3

Internal employee perception	
Banking	2021 vs. 2022 Change
Commercial Banking	-1
Wealth and Private Banking	-3
SME Banking	-1
Corporations and Government Banking	-3
Mortgage Banking	-4
Consumer Finance	+5

## Specialized Customer Service Unit (UNE)

GRI 418-1  
SASB FN-CF-270a.4, FN-IN-270a.2

To ensure customer satisfaction and well-being, BBVA México offers a channel where complaints and claims can be submitted. The Specialized Customer Service Unit (UNE) is in charge of guaranteeing an optimal resolution, through timely follow-up to address requests. This customer feedback is essential to improve the bank's customer service, services and products.

In 2022, 24,059 claims were filed, a decrease of 5.34% with respect to 2021. The average days to resolve claims remained the same as in 2021, at 7 days.

When customers require advice or filing a complaint, service is provided directly at BBVA México's corporate offices. In 2022, 1,137 customers were served in Torre Parques Polanco and 862 in Guadalajara.

Also, a historic result was achieved in the User Service Performance Index (IDATU) with a score of 9.98, placing GFBB in 1<sup>st</sup> place in the G7. In addition, BBVA México obtained 1<sup>st</sup> place in annual G9 favorability with the National Commission for the Protection and Defense of Financial Services Users (CONDUSEF).

 **National e-mail**  
une.mx@bbva.com

 **National call center**  
800 112 2610

 **International call center**  
55 1998 8039

 **Webpage**  
[www.bbva.mx/personas/centro-de-ayuda/quejas-y-reclamos.html](http://www.bbva.mx/personas/centro-de-ayuda/quejas-y-reclamos.html)

 **Corporate offices**  
Mexico City and Guadalajara



Grupo Financiero BBVA México is **ranked 1<sup>st</sup> in the G7** with a **historical score of 9.98** in the Customer Service Performance Index (IDATU).



■ 2022 ■ 2021 ■ 2020

### Complaints with the UNE



### Claims with the CONDUSEF



### Claims resolved

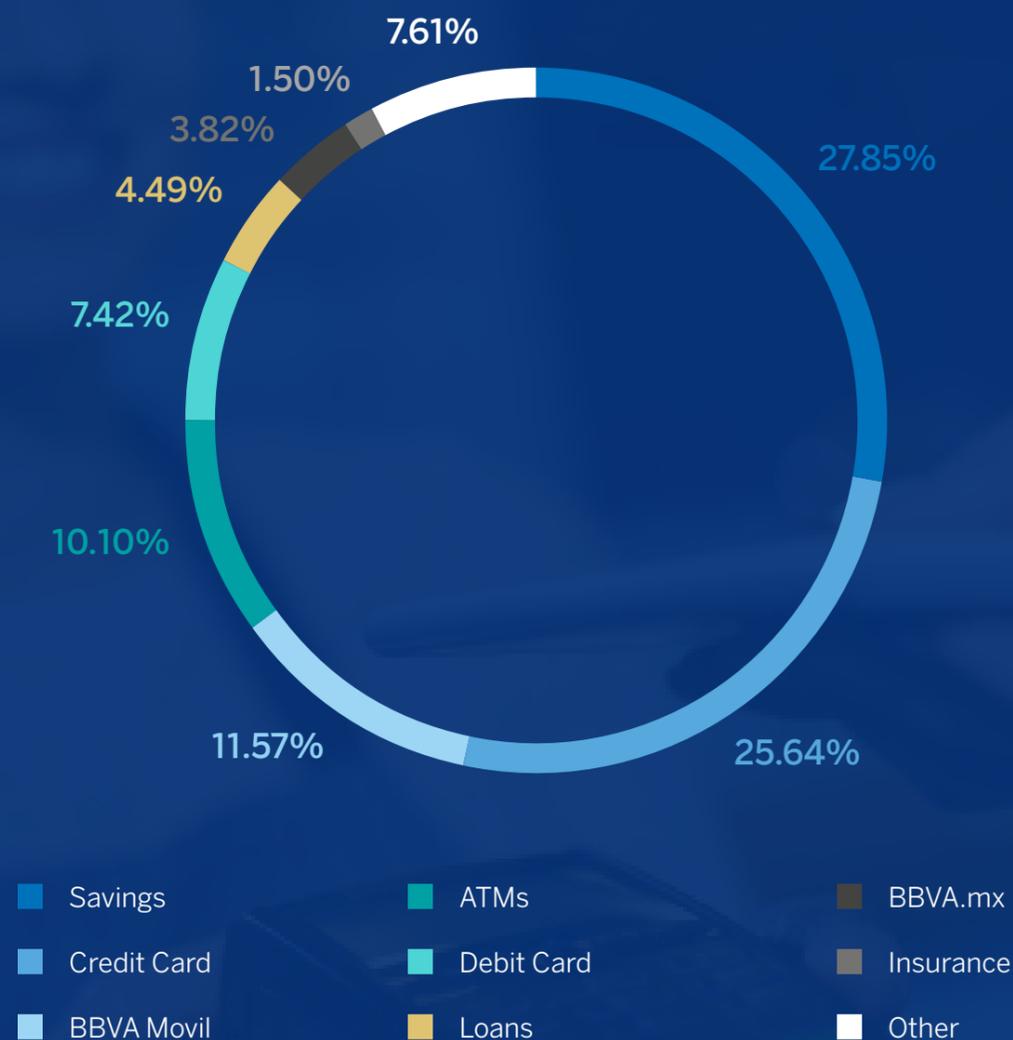
IN FAVOR OF GRUPO FINANCIERO BBVA MÉXICO



IN FAVOR OF CUSTOMER



### Claims by product and service



Solutions were provided to new requests from the WOW program, having a **95% of contact with the customer.**

## Innovation and digital transformation

In recent years, BBVA México has invested in state-of-the-art technology to guarantee the security of customer data and the confidentiality of transactions. These advances seek to offer a more agile, efficient and secure banking experience, both for online transactions and for telephone and face-to-face services.

By focusing on innovation, technology and continuous improvement, **BBVA México seeks to maintain its leadership position in the Mexican financial market.**

## Opening of 100% digital accounts

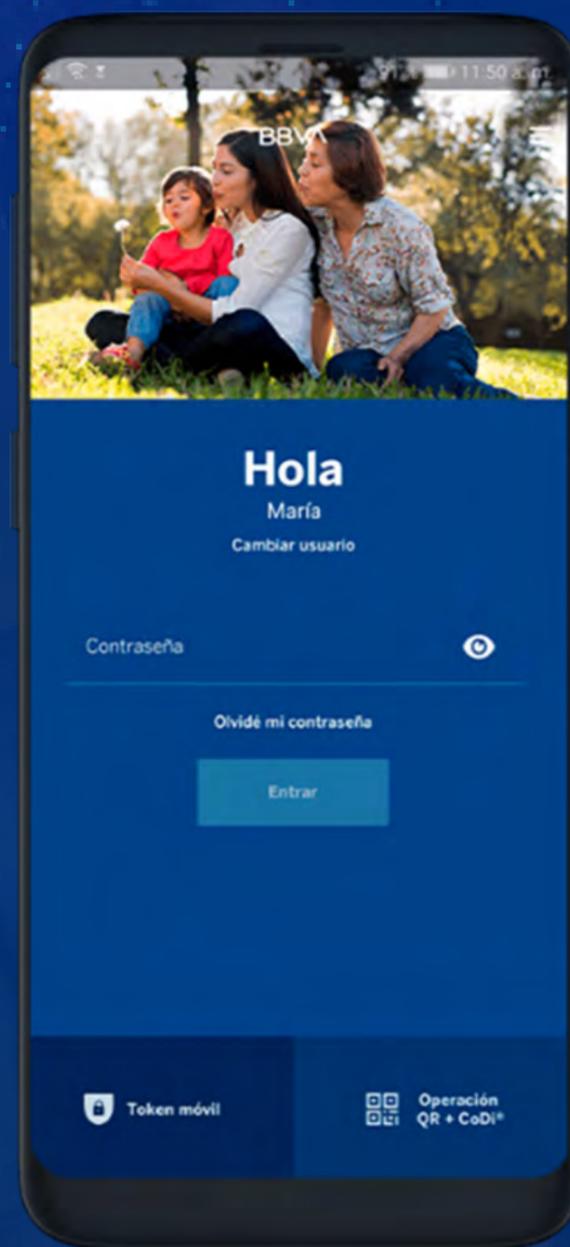
This year, 1.6 million 100% digital accounts were opened for previously unbanked customers, thus contributing to financial inclusion.

## Digital Economy

In 2022, BBVA launched the first Investment Fund specialized in Blockchain and Digital Economy, the first with these characteristics offered by a bank in the country to all types of investors and can be purchased from an instrument through the BBVA México App. The BBVADIG Investment Fund offers exposure based on three general concepts of Blockchain and Digital Economy: Fintech, Web3 and Tokens.

## Apartados

During 2022 we continued to consolidate the Apartados functionality of the BBVA México App, our tool that allows to organize money in up to seven “electronic envelopes,” separating their recurring expenses, such as rent, tuition and electricity, among others. With these initiatives we encourage savings among our more than 28 million customers.



**Remote Banking** enables customers to make informed decisions and do more, with less effort.

## BBVA's Megatendencias Fund

BBVA México added the Megatendencias Fund (BBVAMT) to its investment catalog, which is made up of three main pillars or categories: Planet Earth, Technology and Demographics, investing in global companies that are attractive for their future economic momentum. This fund is aimed at all types of investors and can be accessed through the BBVA México App or the website.

## Customer relationship models

For several years, Grupo Financiero BBVA México has promoted Remote Banking to provide customers with a seamless experience without the need to visit branches. During 2022, we will continue to promote personalized products leveraged on technology such as:

- Life and home insurance
- Non-preapproved credit Consumer and Credit Card Renewal of investments
- Pre-approved auto loan
- Pre-approved mortgage loans

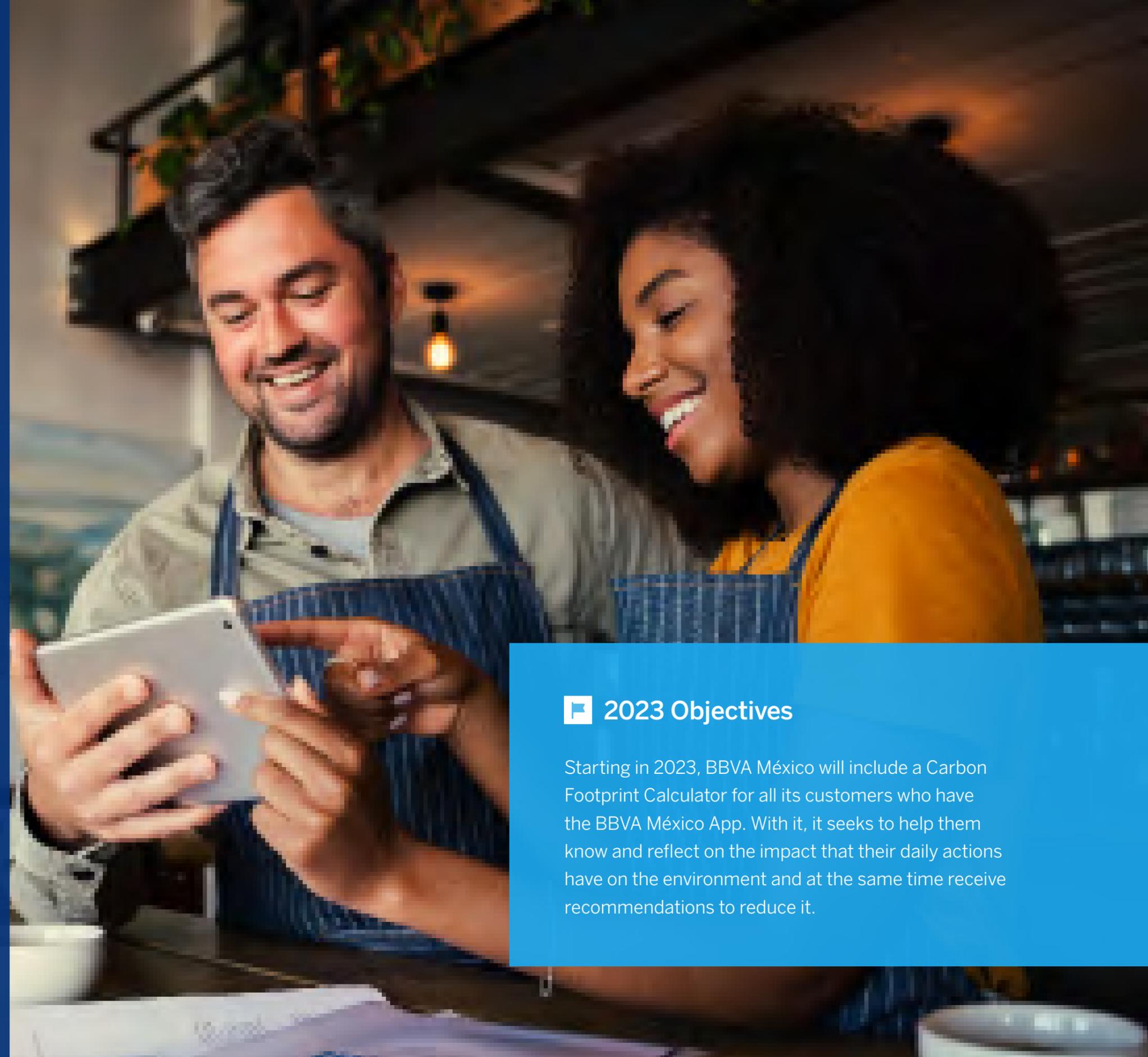
## Digital banking for SMEs

The SME strategy of Grupo Financiero BBVA México relies on Banca de Barrio as one of its pillars. This initiative provides attractive solutions in finance and digitization to boost the banking penetration and formalization of small and medium-sized companies in Mexico. In 2022, Banca de Barrio was deployed through 3,800 specialized executives that have allowed increasing the customer base by more than 165 thousand since 2020, placing 140 thousand new POSs, with the attraction of 412 thousand new payrolls and the underwriting of insurance in more than MXN 2,000 million to insure any type of damage.

It is worth noting that in 2022, BBVA México and Coparmex entered into an alliance to benefit and support more than 35,000 SMEs in the country that will be able to choose new sales channels for their business and collect payment remotely, either through POS terminals, digital payment with CoDi and payment link with the BBVA Empresas App.

## BBVA App for companies

Starting in 2022, BBVA México made available to companies the dispersion of payments and payroll at any time and from anywhere through its internet banking service BBVA Net Cash and by authorizing it from their cell phones with the BBVA Empresas app.



### 2023 Objectives

Starting in 2023, BBVA México will include a Carbon Footprint Calculator for all its customers who have the BBVA México App. With it, it seeks to help them know and reflect on the impact that their daily actions have on the environment and at the same time receive recommendations to reduce it.

## Transparent, Clear and Responsible (TCR) Communication

GRI 3-3, 417-1  
SASB FN-AC-270a.3, FN-IN-270a.4

Transparent, Clear and Responsible (TCR) communication establishes basic criteria for action and guidelines necessary to apply the maximum possible simplicity in the communication of products and services and at all points of contact with customers and stakeholders using the following channels:

- Commercial documents
- Public web
- Digital solutions
- Customer service
- Campaigns



## TCR Principles

### Transparent communication

It must be honest, stick to the facts and always be based on the truth, avoiding all information that could be misleading and the making of unwanted decisions:

- Provides the customer with all relevant information
- Gives equal visual relevance to advantages/benefits and risks/costs/requirements
- Ensures that the main message is valid for the majority of the audience
- Keeps in mind that relevant information varies according to customer profile, time of process and product
- Uses the right channel: the one that allows to tell what is relevant

### Clear communication

It must be direct and understandable, in order to present the characteristics of the product or service in an agile and precise manner, and complete, that is, adequate and sufficient for correct and responsible decision making.

- Employs a good structure and uses visual elements to facilitate comprehension and navigation
- Makes sure that the graphic elements give a realistic and intuitive image
- Uses clear language (no technicalities, but precise)
- Limits the use of small print as much as possible (when used, make it clear)
- Promotes accessibility. In audiovisual pieces, uses subtitles and locution when relevant

### Responsible communication

It must be honest, always oriented to the customer's interests, and committed to the elimination of all exclusion, promoting financial education and the development of the communities where it operates:

- Accompanies the customer
- Promotes the customer's financial health
- Gives the customer control over their relationship with the bank
- Uses responsibly the customer's personal data
- Promotes change towards a greener and fairer future

In addition, we adhere to the Transparency Standard for product advertising of Grupo Financiero BBVA México, which provides for the obligations of GFBB with respect to any communication or advertising of the products it offers to customers or users. It also allows us to apply the behavioral guidelines in connection with:

- Compliance with applicable laws and regulations in a complete and transparent manner, in line with the trust that shareholders and customers place in GFBB.
- The use of clear and truthful information to communicate in a transparent manner both the characteristics and the risks of products and services.
- Not conditioning the granting of products and services to the obtaining of personal benefits or advantages, among other guidelines.

During the year, more than 100 collaborations were developed by Scrum teams of the Digital Factories of Business Development and Corporate Banking, in which the TCR principles are applied in digital solutions.

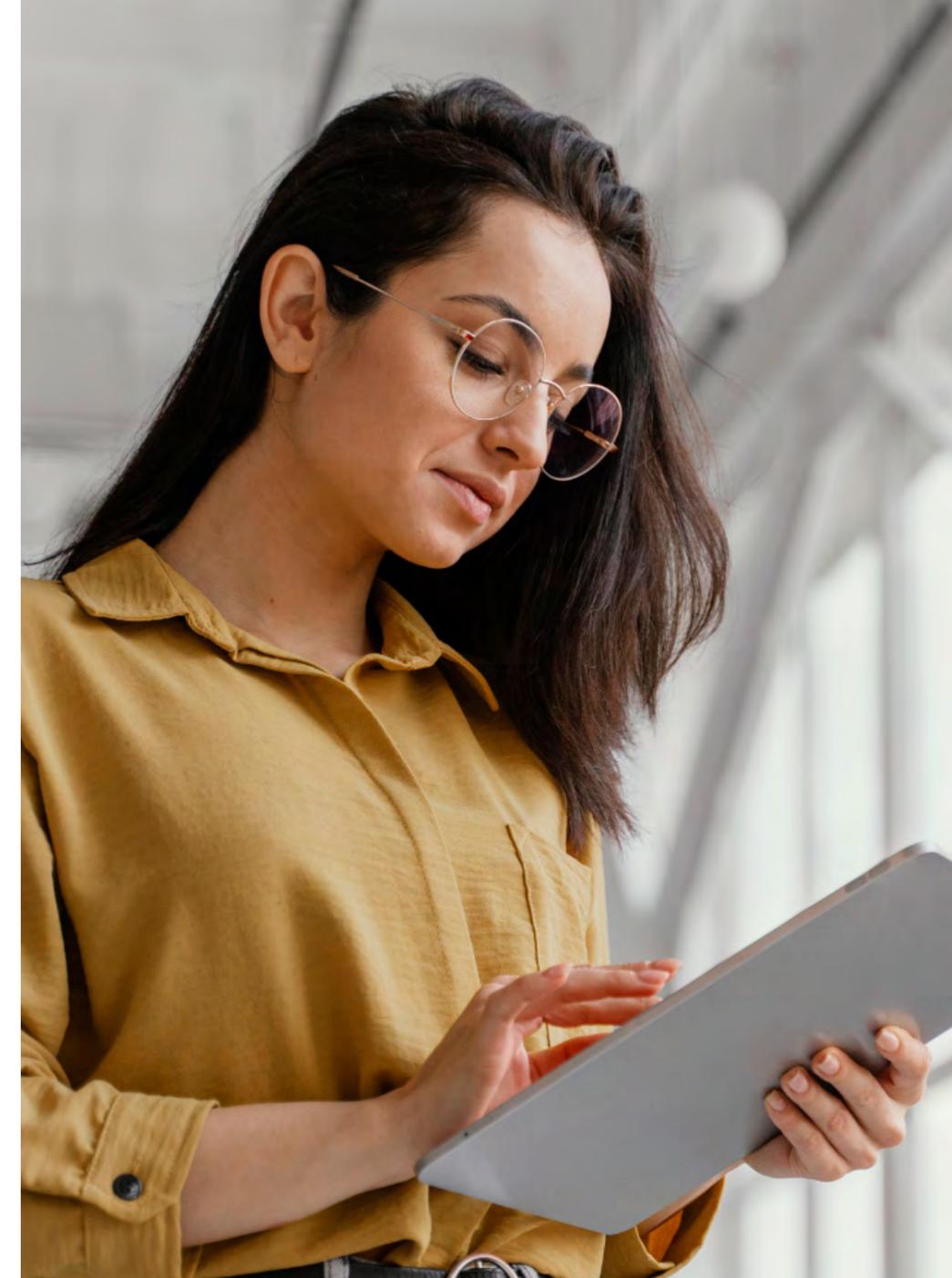
In 2022, **500 online TCR** awareness and training interactions were conducted at BBVA.

## **100% de las categorías significativas de productos o servicios están cubiertas y evaluadas en relación con el cumplimiento de procedimientos de Comunicación TCR.**

In addition, during 2022, GFBB has focused on designing solutions for people with visual, hearing, motor or cognitive disabilities, in order to increase the accessibility of its designs, products and services.

On the other hand, Grupo Financiero BBVA México measures its performance in TCR. The results as of December 2022 show that BBVA is a leader in Mexico, which means that it is perceived by customers as a transparent and clear bank, compared to its competitors.

**Grupo Financiero BBVA México was ranked 1<sup>st</sup> for its TCR score in the Recommendation Index, with a score of 51.77.**



### **2023 Objective**

To give continuity to the TCR practices enriched with the application of Behavioral Economics models and reinforced by the follow-up of the integrity lines in customer and user service.

# Security, Privacy and Customer Protection

GRI 3-3, 418-1  
SASB FN-CF-230a.3, FN-CB-230a.2,  
FN-CF-220a.1, FN-CF-220a.2

## Data Protection Office

In 2021, Grupo Financiero BBVA México established the Data Protection Office (DPO) to ensure the privacy, security and protection of its customers.

The DPO is responsible for verifying that each initiative involving the processing of personal data has adequate administrative, technical and physical security measures to protect the data and ensure its confidentiality, integrity and availability. In addition, it works hard to ensure compliance with personal data regulations under three typologies.

### Administrative security

The mechanisms employed include the creation of policies, procedures and training and communication actions that enable employees to comply correctly with the law.

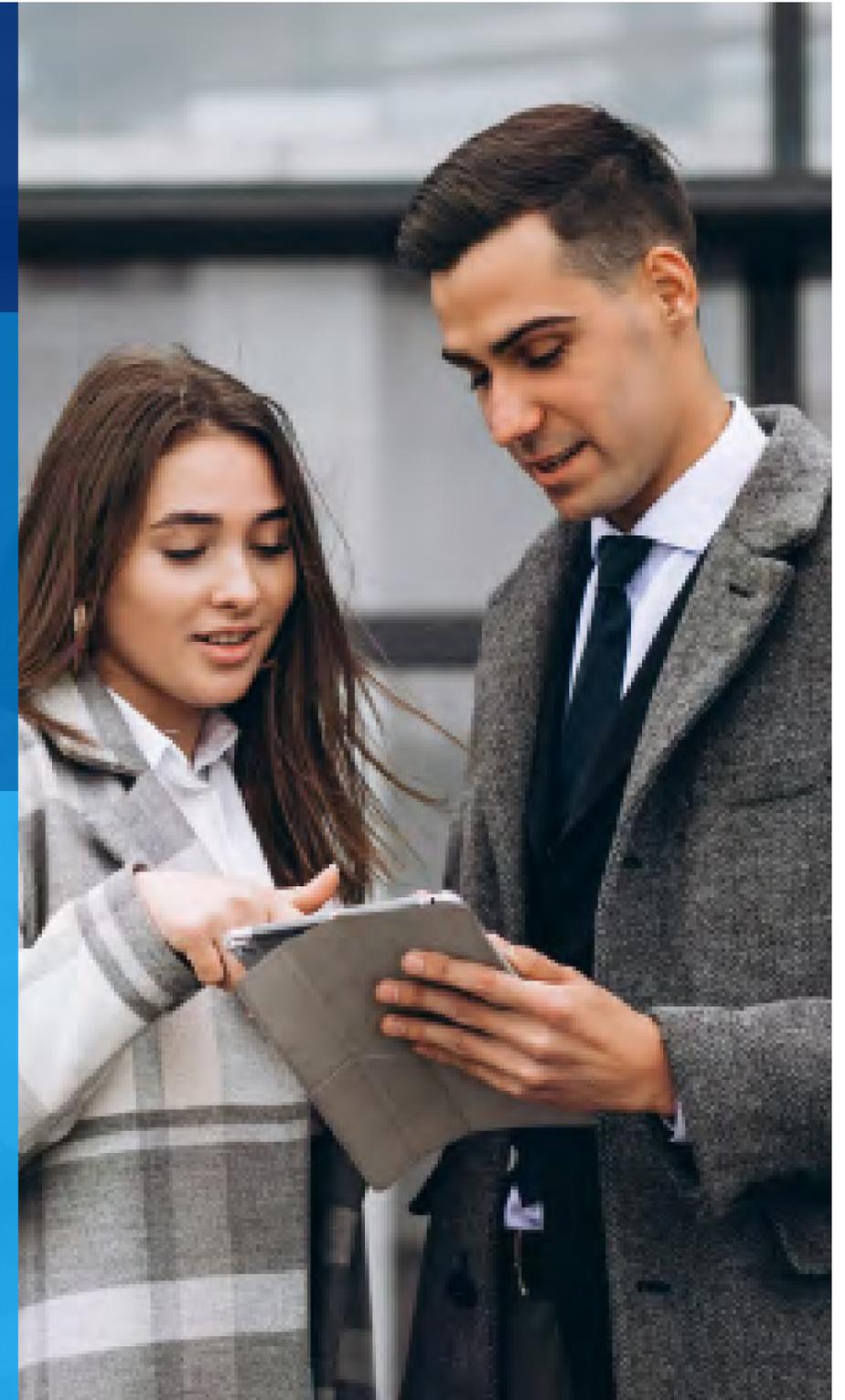
### Technical security

Actions and mechanisms that use technology related to hardware and software to protect the digital environment of personal data and the resources involved in its processing are considered. The actions include profiling for access and identification of entry to systems or databases, as well as a correct configuration of software in work tools, among others.

### Physical security

Actions and mechanisms to protect the physical environment of personal data and the resources involved in its processing are verified. Examples include preventing unauthorized access to personal data or unauthorized departure of any mobile or portable resource outside the organization.

In addition, the DPO focuses on protecting the rights of the holders of personal data, avoiding any type of damage, loss, alteration, destruction or unauthorized access to them.



## Data security and protection

In the area of privacy and information security, the following actions were taken this year as part of BBVA México's continuous improvement process:

- 1. Improvement of the ARCO Rights process for customers and users** in order to create a much more agile and technological process outside branches.
- 2. Restructuring of Privacy Notices** that allow for transparency of the data BBVA collects from its customers, as well as full compliance with the principle of information provided by the Federal Law for the Protection of Personal Data in Possession of Private Parties.
- 3. Creation of the Data Privacy Week**, which allowed us to have closer contact with employees and customers in relation to awareness of personal data, as well as the positioning of the DPO as the area responsible for ensuring compliance with regulations on personal data.
- 4. Creation of the DPO Community of Practice**, where monthly training talks were given to BBVA employees on various topics of impact related to personal data.
- 5.** Adequate results in the audit reviews, as well as **Compliance Testing** performed to DPO.

### **6. Review, approach and training to suppliers** that treat personal data.

Grupo Financiero BBVA México considers it essential to raise the awareness of all its employees on privacy and personal data protection issues in order to guarantee information security. To this end, awareness campaigns were carried out, including:

- 1. Data Privacy Week.** A massive awareness campaign was created that included more than a thousand employees and customers connected in different webinars, in addition to a podcast in which the regulator was present to raise awareness among customers regarding personal data.
- 2. More than 60 periodical publications** through all institutional channels aimed at the branch network and central areas (Banca al día, Red al día, Wiki Red, Para Mí, HDP and Somos), as well as at customers and users.

We carried out the institutional regulatory course on **Personal Data Protection**, and 41,293 employees successfully completed it.



### **Personal Data Protection Mailbox**

To allow customers to report any type of complaint, comment or situation related to the protection of customer and user data, BBVA Financial Group makes available the Personal Data Protection Mailbox.

[protecciondedatospersonalesmx@bbva.com](mailto:protecciondedatospersonalesmx@bbva.com)

# Responsible commitment to employees

GRI 2-7, 2-30, 3-3, 401-1, 401-3, 405-1  
SASB FN-IB-330a.1, FN-AC-330a.1,  
FN-MF-270a.4, FN-CF-270a.1



**43,890**  
employees in Grupo  
Financiero BBVA  
México's workforce  
in 2022, +8.7%  
vs. 2021.

Workforce by gender						
	2020		2021		2022	
Women	19,924	53%	21,172	52%	22,644	52%
Men	17,334	47%	19,211	48%	21,246	48%
<b>Total</b>	<b>37,258</b>		<b>40,383</b>		<b>43,890</b>	

Workforce by age				
	2020	2021	2022	
<25 years old	9%	8%	3,283	7%
25-45 years old	78%	78%	34,983	80%
>45 years old	13%	13%	5,624	13%

### Workforce by gender



### Workforce by age





#### Workforce by type of contract and gender

	2020		2021		2022	
	M	W	M	W	M	W
	Full-time contract	16,300	18,958	17,776	19,876	19,249
Temporary work contract	1,006	952	1,429	1,285	1,997	1,711

#### Workforce by shift and gender

	2020		2021		2022	
	M	W	M	W	M	W
	Full-time	16,300	18,956	19,211	21,171	21,245
Part-time	0	2	0	1	1	0



Employees by labor category and gender						
	2020		2021		2022	
	M	W	M	W	M	W
Management committee and corporate directors	39	4	34	4	37	4
Executives	109	33	105	35	95	34
Middle management	3,658	2,700	4,014	2,978	4,865	3,515
Specialists	2,952	3,029	4,039	3,801	5,035	4,446
Sales force	5,523	6,062	5,292	5,916	5,256	5,888
Base positions	5,035	8,088	5,708	8,431	5,958	8,757
Other positions	0	0	26		0	0

**22% of management positions** in Grupo Financiero BBVA México are **held by women.**

Unionized employees by gender				
	2019	2020	2021	2022
Men	4,903	4,653	5,411	5,433
Women	8,035	7,669	8,209	8,308
<b>Total</b>	<b>12,938</b>	<b>12,322</b>	<b>13,620</b>	<b>13,741</b>

**31% of Grupo Financiero BBVA México's employees** are **unionized.**

## Talent attraction

GRI 3-3, 404-2, 404-3

The human capital of BBVA México is fundamental in delivering excellent financial services and seamless customer experiences. To integrate committed and innovative individuals into the workforce, the value proposition includes attractive compensation and benefits, constant training and development, a positive work environment, and respectful and inclusive work spaces.



New hirings by gender and age						
	2020		2021		2022	
	M	W	M	W	M	W
<25 years old	535	638	931	947	830	772
25-45 years old	1,612	1,374	3,594	2,968	3,363	2,753
>45 years old	42	21	276	146	170	83
<b>Total</b>	<b>4,222</b>		<b>8,862</b>		<b>7,971</b>	

In 2022, **7,971 individuals** joined the GFBB workforce.

Employee departures by gender and age						
	2020		2021		2022	
	M	W	M	W	M	W
<25 years old	364	406	492	490	300	289
25-45 years old	1,870	1,786	2,849	2,793	1,776	1,576
>45 years old	185	143	391	278	539	476
<b>Total</b>	<b>4,754</b>		<b>7,293</b>		<b>4,956</b>	

**4,979 individuals** left the organization for various reasons.



**207 students** and recent graduates **developed at BBVA.**

Rotation by age and gender			
	2020	2021	2022
Men	14%	20%	24%
Women	12%	17%	26%
<25 years old	25%	30%	6%
25-45 years old	19%	18%	34%
>45 years old	7%	11%	9%

Absenteeism level			
	2020	2021	2022
Absent collaborators	5,052	2,757	7,609
Days of absenteeism	130,421	31,779	77,565

As it does every year, during 2022 Grupo Financiero BBVA México implemented initiatives to strengthen its team of collaborators and attract talent.

Ten talent seed programs were carried out: Trainees, Interns, Summer, Verano Fundación, Verano Inclusión, Graduates, Global MBA, BIT, Be Talent Data and Women Trading Academy.

## Trainee Program

This program lasts for 12 months and, in this edition, 41 recent graduates received a total of 500 hours of training.



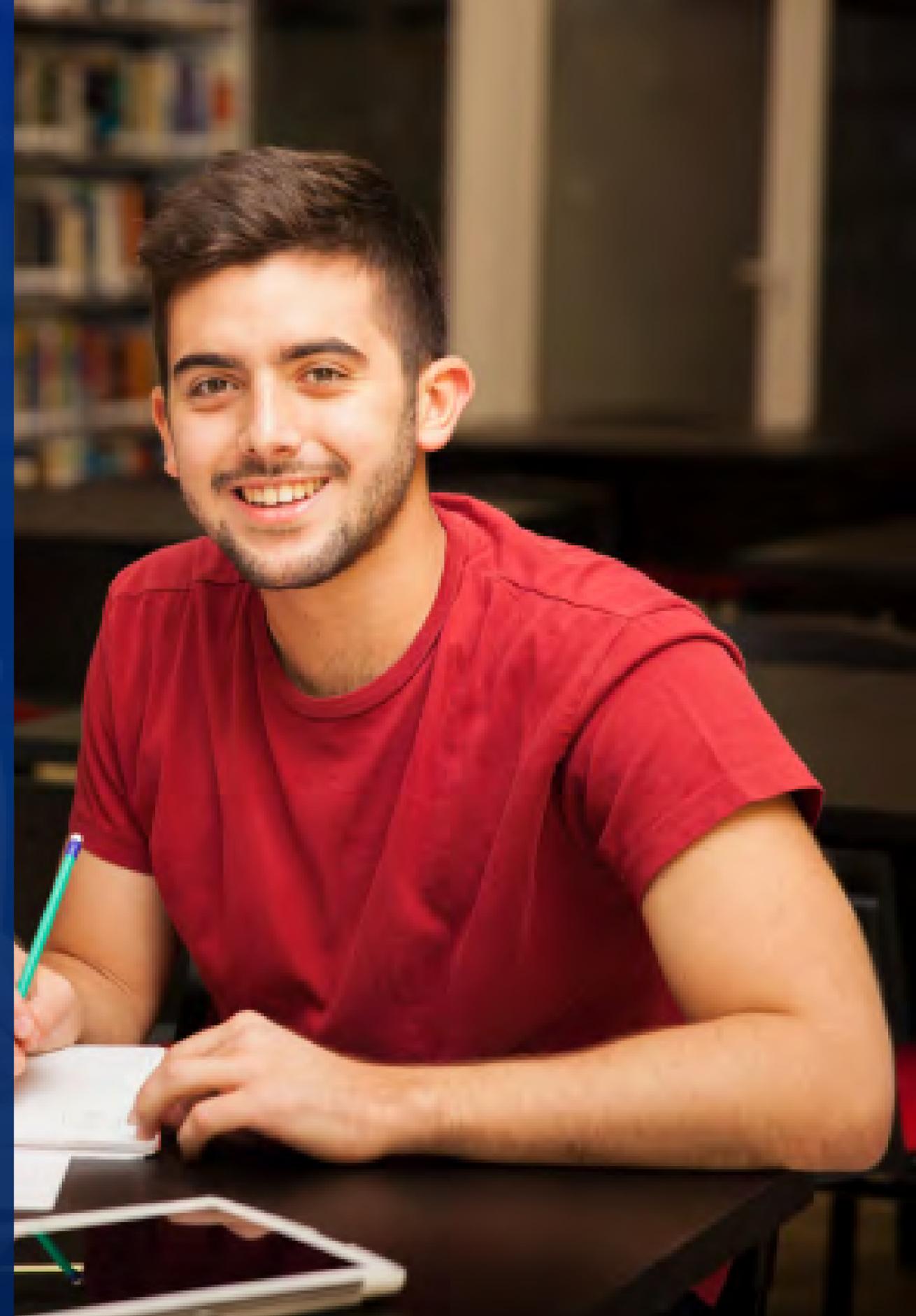
## Interns Program

The program focuses on engaging final-year undergraduate students in a specific six-month project, during which they work 30 hours a week to boost their professional experience. In 2022, the program included 122 interns and 1,070 hours were invested in training.



## Summer Program

The Summer Program targets MBA students and runs for 8 to 12 weeks. Participants are assigned to a specific project, which they present to the head of the respective area upon completion. Throughout the program, there are exposure sessions with managers from various areas to gain insights into the Group.





### Verano Fundación

With a duration of 8 to 10 weeks, Verano Fundación is aimed at students in their 4<sup>th</sup> to 5<sup>th</sup> semester and is exclusively for Fundación BBVA México scholarship recipients. The intention is for students to have their first work experience before graduating.



### Verano Inclusión

This 8 to 10 week program is aimed at students or recent graduates with motor, visual, auditory or intellectual disabilities.



### BIT

A 1-year program targeting recent graduates of systems engineering, IT, software, passionate about developing and programming in which 116 people participated.



As part of the initiatives to continue integrating young talent into the Group, hybrid events were held and on-site visits to BBVA México's facilities were resumed. Likewise, during 2022, the talent pipeline was expanded to more specialized niches such as: Be Talent Data, a specific program for data scientists, Woman Trading Academy, which seeks to develop recent female graduates in the world of global markets, and Inclusion pipeline, incorporating students and recent graduates with disabilities into the BBVA family.

## University connection

More than 80 virtual and face-to-face events were held during the year, reaching more than 10,000 students nationwide through job fairs, financial education workshops and specialized talks. The first hybrid events were launched at BBVA facilities and remote connections nationwide.

On the other hand, during 2022, four university lectures were held with the participation of more than 100 students who shared virtual and face-to-face classrooms with experts from the bank who transmitted their knowledge to the new generations. The universities that participated were: Universidad Nacional Autónoma de México (UNAM), Universidad Panamericana (UP) and Instituto Politécnico Nacional (IPN).



## Be Talent Data

Through our specific program for data scientists, we provided 1,200 hours of training for 32 people.

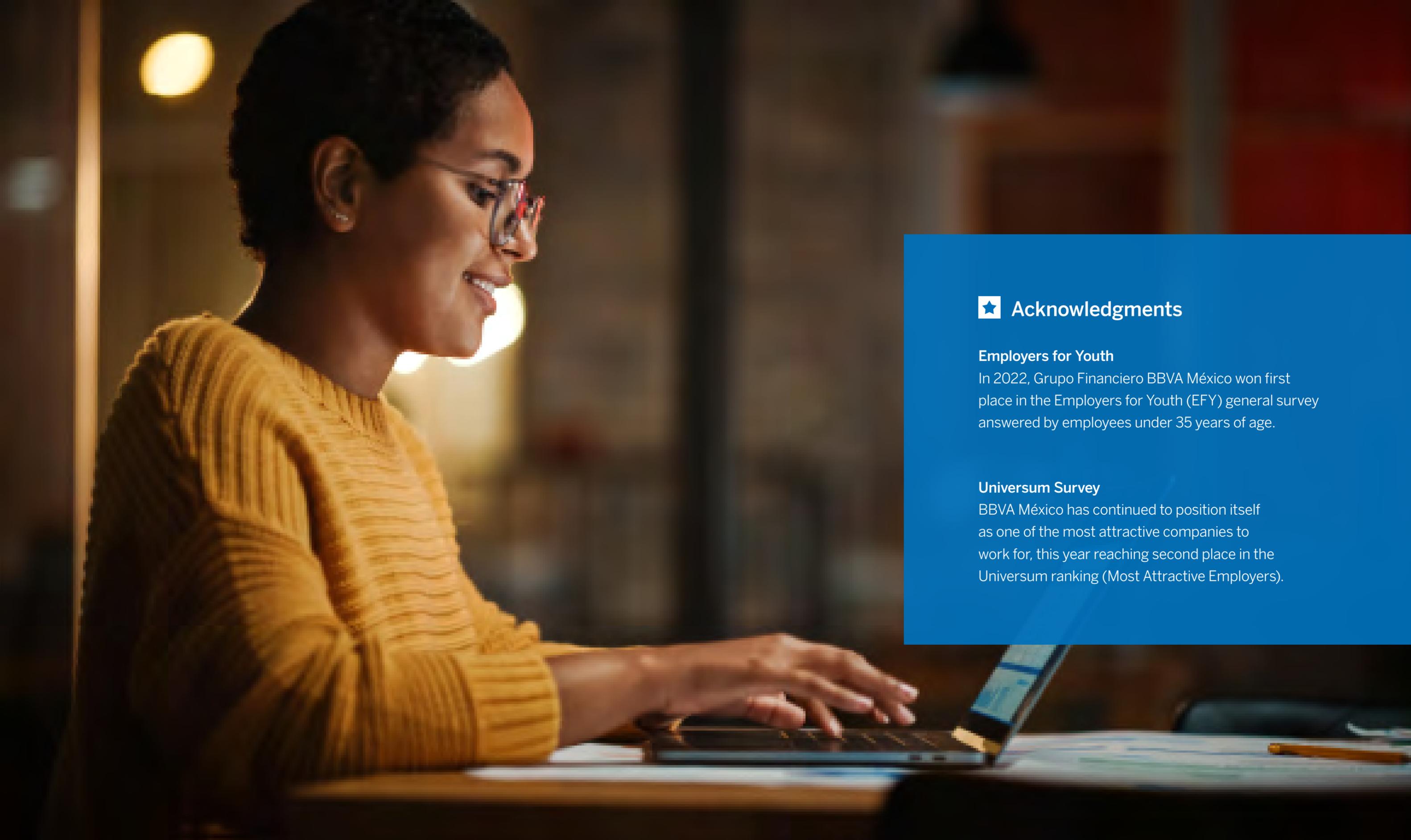


## Global MBA

In order to develop talent and enable them to assume leadership positions throughout the organization, this program is for MBA students in a business school.

## Woman Trading Academy

Our Woman Trading Academy program seeks to develop recent female graduates in the world of global markets.



## Acknowledgments

### **Employers for Youth**

In 2022, Grupo Financiero BBVA México won first place in the Employers for Youth (EFY) general survey answered by employees under 35 years of age.

### **Universum Survey**

BBVA México has continued to position itself as one of the most attractive companies to work for, this year reaching second place in the Universum ranking (Most Attractive Employers).

## Talent development

GRI 3-3, 404-1, 404-2, 404-3, 412-2

One of the priorities of Grupo Financiero BBVA México is the training and development of all its employees, as this is the way in which it can meet the needs of its customers. The learning approach consists of providing the necessary tools and knowledge that favor the retention of talent and improve the ability to provide solutions for customers.

GFBB has a comprehensive strategy to disseminate its service culture through the **EARA Model** (Listen, Appreciate, Resolve, Add Value) and the behaviors that comprise it, which improves customer perception and satisfaction. With a focus on innovation and efficiency, GFBB implements attractive training resources that provide agile and effective experiences, under a just enough modality, investing the minimum time and providing the precise information required by the collaborator.

In **2022** there were several **achievements** in talent development, these are the highlights:

**99% of new hires** with the onboarding training program

Increase in employee net **recommendation score** on initial training to **81.29**

**1,300 new bankers** trained in **Diploma courses**

**Implementation of modular training** by product to reinforce knowledge of approximately **500 bankers**

Increased participation in development tools:

**Language +10%**  
**University +32%**  
**Mentoring +24%**

Training that accompanied managers in the **development of their teams**

Reinforcement of **credit certifications** for SMEs and medium-size companies

**Design focused on knowledge and practice** applied under the parameters of agility and impact on employees

Strong **promotion of training initiatives** on products and marketing of insurance in networks

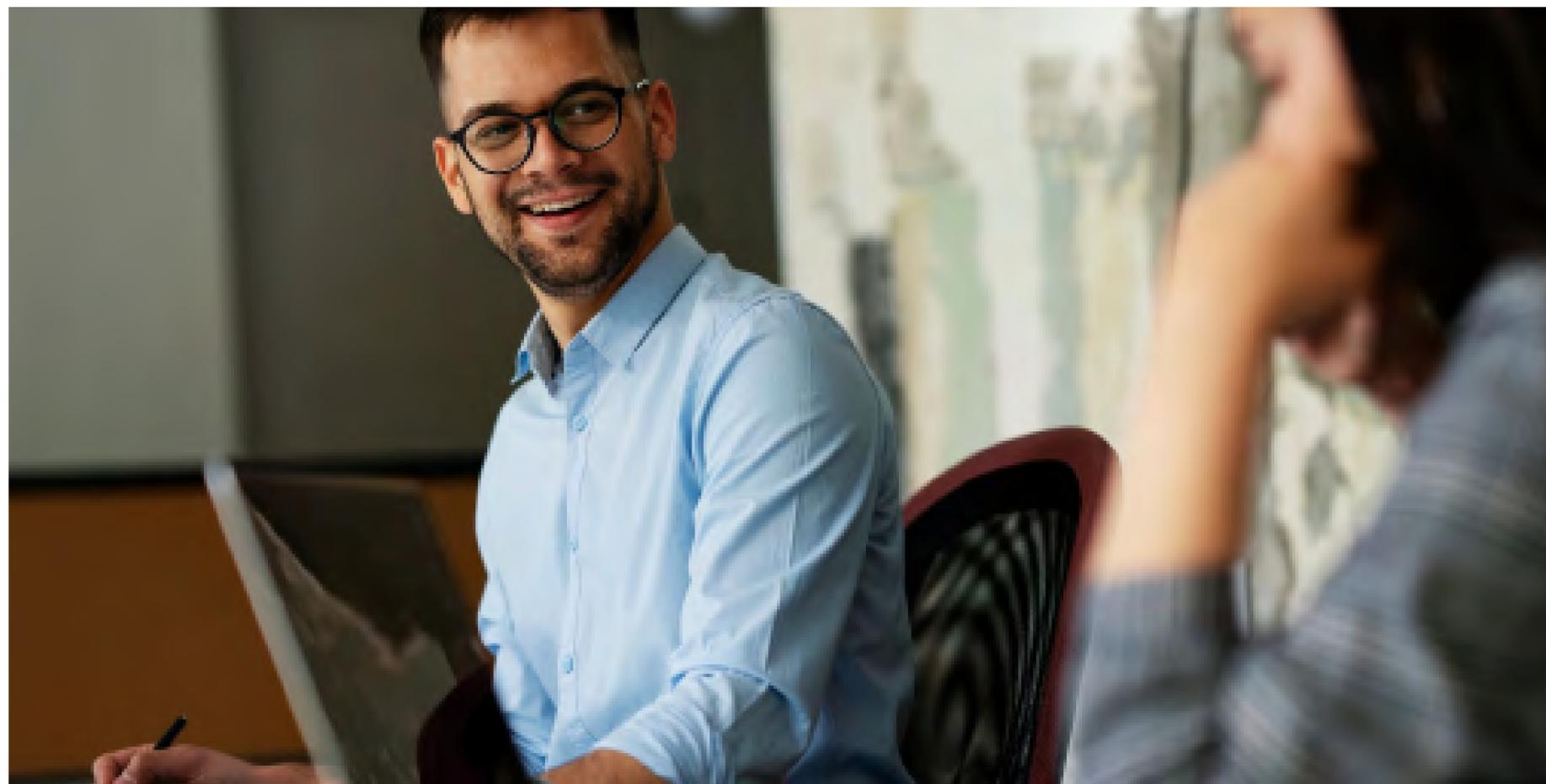
Continued promotion of **reskilling**, with the result that all employees completed at least one expedition on the strategic topics defined in **The Camp** (expedition)

## Trained employees

Employee training is fundamental to achieve business objectives. This year we achieved an average evaluation of 9.89 on how employees perceive training.

This year, 2,017,253.76 hours of training were provided, an average of 47 hours per employee, of which 35% were classroom-based courses and 65% via e-campus.

BBVA México invested **MXN 252,009,929 in training** during 2022.



Trained employees and investment in training			
	2020	2021	2022
Trained employees	36,985	40,260	43,353
Percentage of employees trained	99%	99.7%	98.8%
Total courses in e-campus	19,845	23,395	18,400
Average grade	9.51	9.60	9.89
Total investment in training (MXN)	\$176,715,217.62	\$199,190,378.97	\$252,009,929

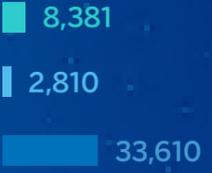
Training hours			
	2020	2021	2022
Classroom training hours	336,721	412,342	701,315
E-campus training hours	1,863,382	1,460,244	1,315,939
<b>Total</b>	<b>2,200,103</b>	<b>1,872,585</b>	<b>2,017,253</b>
Average hours per employee	59	47	47 <sup>7</sup>

<sup>6</sup> El incremento en la inversión para formación se debió a que BBVA México cuenta con más colaboradores por internalización.

<sup>7</sup> 50.09 horas promedio para hombres y 43.44 horas promedio para mujeres.



Training hours in anti-corruption



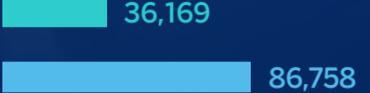
**37,147 employees** received Code of Conduct training.

Training hours in securities



**13,014 employees** received training in securities.

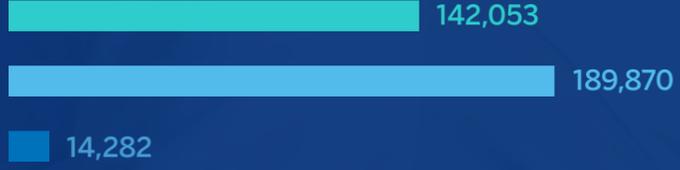
Training hours in sustainability



**25,979 employees** received training in sustainability matters.

■ 2022 ■ 2021 ■ 2020

Training hours in information security



**41,265 employees** received training in information security.

Training hours in human rights



\* En 2022 no hubo campañas de formación en materia de Derechos Humanos y se espera que se implementen nuevamente en 2023. Las horas reportadas solo corresponden a personal que por sus funciones sí se capacitó en DDHH durante 2022.

## Sexual Harassment and Harassment Protocol

To raise awareness and provide training on this matter, Grupo Financiero BBVA conducted training through e-campus, where 5,756 employees enrolled and 84% successfully completed training. Furthermore, the protocol was identified and illustrated with examples during the reinforcement course of the Soy Íntegro Program.

En 2022, **5,756 colaboradores** participaron a través del e-campus.

Training hours by general category



## Performance evaluation and professional development

In 2022, the performance of 39,676 employees was evaluated. Prior to the annual evaluation, informative webinars were provided to clarify the process for employees. A communication campaign was also launched to help managers monitor the evaluation efficiently.

To promote the professional growth of the workforce, two development talks were held between managers and employees of the Central Areas. 90% of employees participated in the first session and 87% in the second, which resulted in a quality rating of 4.7 in the first session and 4.8 in the second, on a scale of 1 to 5.

Similarly, 488 new managers were certified in Development Talks to explain how to apply the annual evaluation results report and how to direct the development of their employees' skills.

Four webinars were held to inform new managers about the annual evaluation, with a total of 1,106 employees participating.



**At BBVA we evaluate 100% of our employees.**

<sup>8</sup> Se refiere a las personas que participaron en la evaluación anual que ya eran parte de la organización antes del 1 de octubre del 2022. Estas personas son las que continúan activas en la organización al día 28 de febrero del 2023, fecha en que se verificó esta cifra.

## Training centers

This year, training was again provided at the training centers (venues for on-site training), with 22,046 employees trained.

Training centers	Number of employees trained
Northeast	18
West	82
T. Toreo	3,027
External	18,919

## BBVA University

For the past nine years, the BBVA University program has offered academic scholarships to employees so that they can pursue different educational programs such as bachelor's, master's and diploma programs at high-level institutions.

Number of scholarship recipients	2020	2021	2022
Diploma courses	120	470	316
Bachelor's	175	129	150
Master's	160	198	243
Development (persons receiving fixed monthly support)	220	180	221
Certifications	120	100	335
Specializations	100	94	276



## Btoken

Btoken is an initiative in which employees are given credits for each training they take, which can be exchanged for other types of additional training and even master's degrees. This model has been a total innovation in training and has brought great results. In 2022, 38,429 employees participated and 96 sharings were requested.

In 2022 there was a **32% increase in scholarship recipients** over 2021.



## ★ Acknowledgment

### Gallup survey: employee engagement

BBVA México focuses on listening to the voice of its employees to continue building the best place to work.

In the Gallup 2022 exercise, 35,867 employees participated in the survey, and obtained an overall average of 4.51, which places BBVA in the quartile of the most committed companies in Mexico. In addition, BBVA México is the geography with the highest commitment of the group at a global level.

<sup>9</sup> Gallup es una plataforma de trabajo para involucrar y desarrollar a la fuerza laboral.

## Benefits to employee

GRI 2-20, 401-2

BBVA México is recognized as a top-tier employer that prioritizes the welfare of its employees. As part of this commitment, it has the B Promos platform, which allows active and retired employees to learn about all the benefits and discounts available to them.

## Compensation

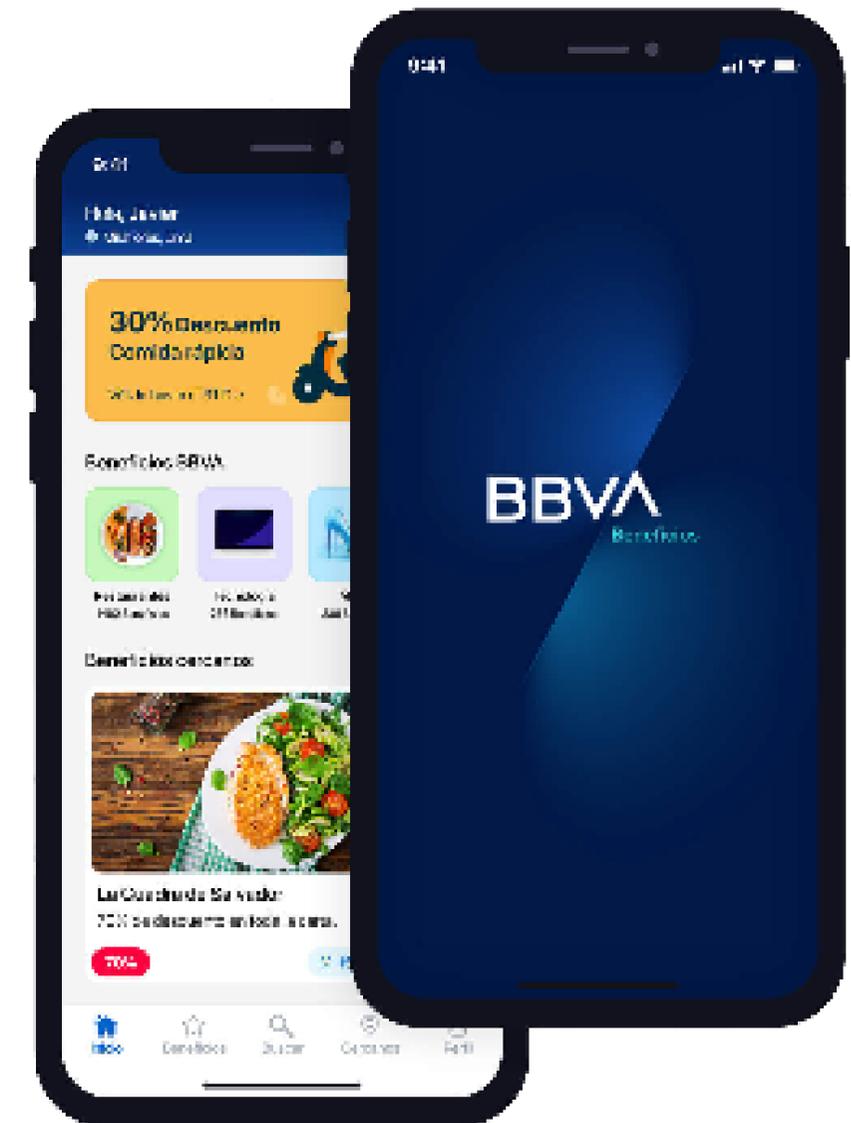
BBVA México has a compensation policy based on the best national and international practices for remunerating its employees. The compensation system, designed by the Board of Directors, is focused on creating long-term value in a reciprocal manner and is based on the following principles:

- Reward the achievement of results based on prudent and responsible risk-taking
- Attract and retain the best talent
- Reward employees' responsibility and track record
- Ensure internal equity and external competitiveness

- Ensure transparency in its compensation policy
- Ensure no gender-based pay differentials

Part of GFBB's tasks is to ensure that remuneration is equitable and fair, that the remuneration system is not influenced by gender and that there are no conflicts of interest. This maintains commitment to its strategy, objectives and values, and to appropriate risk management.

Remuneration is composed of two parts: a fixed part and a variable part. Fixed compensation is based on each employee's level of responsibility and career path, and is established with reference to a salary per function that reflects his or her value to the Group. It is determined objectively and fairly, according to predetermined criteria. On the other hand, variable compensation rewards the individual and collective contributions of the teams to the results of Grupo Financiero BBVA México. This compensation may be monetary or non-monetary and is linked to the fulfillment of previously agreed objectives.



In 2022, **B Promos** evolved into a new platform that benefited more than **39 thousand registered users**.

## Benefits

This is a series of complementary benefits that Grupo Financiero BBVA México grants to its employees to improve their quality of life in every way, and to attract and retain the best talent.

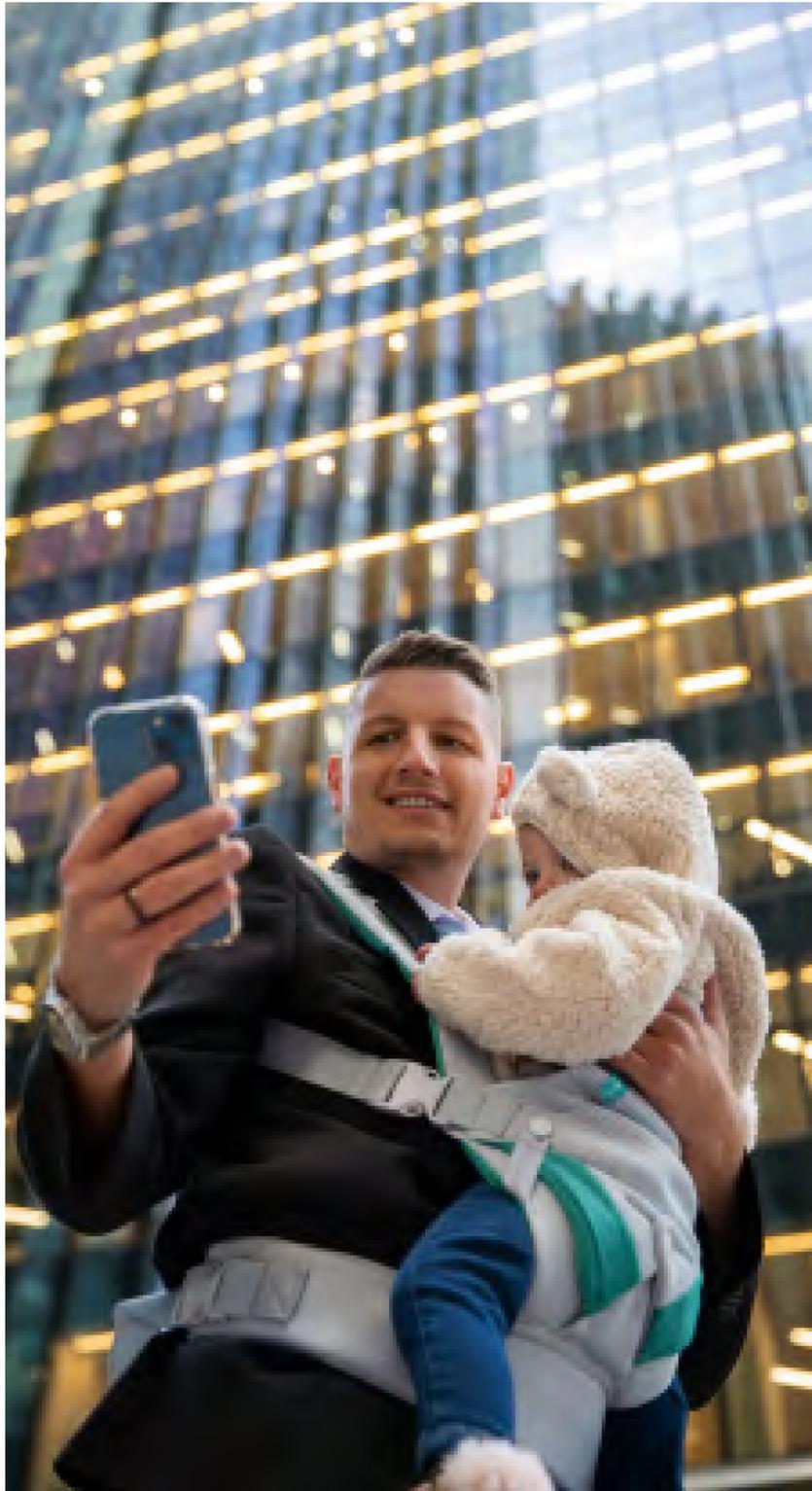
## Pensions

The previously described institutions of Grupo Financiero BBVA México have a pension plan complementary to social security, which seeks to improve the quality of life of its employees upon retirement.

## Summer entrepreneurs

This year, an online diploma course on creativity and storytelling was given to 200 children of employees nationwide between 17 and 25 years of age. The total duration of the program was 70 hours distributed in four weeks, with sessions from Monday to Friday, from 16:00 to 19:30 hours.





## Occupational health and safety

GRI 401-2, FS1

The health, safety and well-being of BBVA México's employees is a priority. In this regard, the "#Tu\_bien\_estar" Wellness Program has been implemented, which includes a series of programs and initiatives to promote the physical, mental and emotional health care of the workforce.

In addition, it has an Institutional Policy for the Prevention of Psychosocial Risks that complies with the Mexican Official Standard NOM-035-STPS-2018. To support its employees in this mission, Grupo Financiero BBVA México offers them the Wellness Hotline, an advisory service for any type of need related to their wellbeing.

A relevant milestone of the year was the dissemination of the Emotional Support Hotline that Grupo BBVA México makes available to employees who need support in matters of

emergencies, health, domestic violence, harassment and sexual harassment.

The line is available **365 days a year, 24 hours a day**, through the telephone number **55 5621 4357** in Option 3, or from the corporate cell phone by dialing **814357**.

In addition, BBVA México has a Sexual Harassment and Harassment Protocol and a Domestic Violence Hotline that aims to provide support and emotional support by certified specialists in the field, guaranteeing absolute confidentiality. Attention is provided through a 24/7 Call Center.

Each month, the **Welfare Committee evaluates the progress of the programs and develops strategies** for continuous improvement.

## World Diabetes Day

For the first time in GFBB's history, different initiatives were carried out for World Diabetes Day, including:

- Conference on Diabetes Mellitus given by a specialist on the matter
- Sale of glucometers at preferential prices

## Vaccination campaign

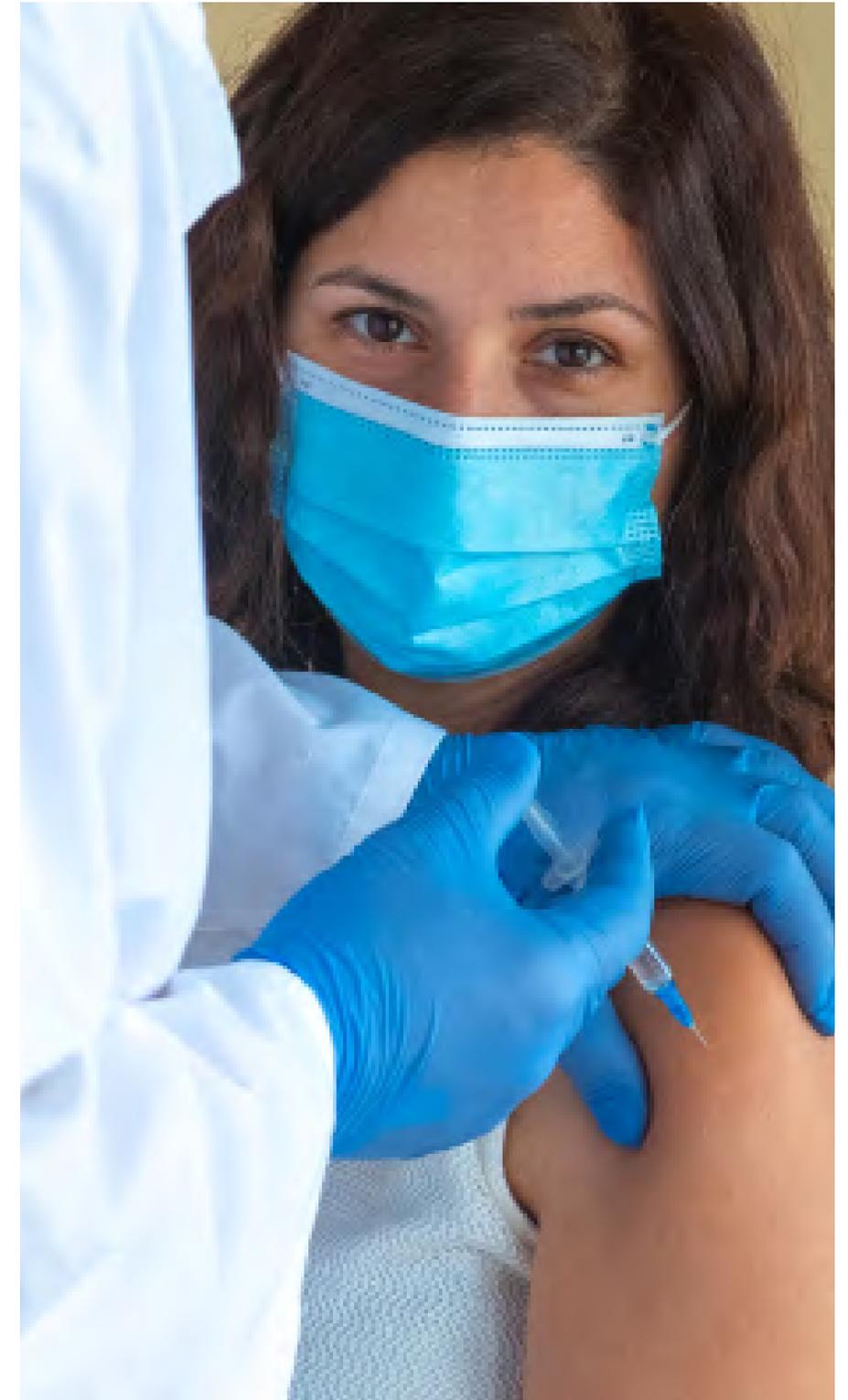
A permanent vaccination campaign is in place to prevent and fight various diseases. The most important actions in this area for 2022 were:

- Application of Glaxo and Sanofi tetravalent vaccine
- Influenza vaccination campaign aimed at active employees, retirees, beneficiaries registered in the medical service and major medical expenses policy, and external personnel identified as a vulnerable group
- For those cities where BBVA México does not have vaccination points, the reimbursement benefit continued
- 25% increase in participation with respect to vaccines applied in 2021

In 2022, **vaccines against COVID-19** continued in collaboration with the Ministry of National Defense (SEDENA).

In the BBVA Tower and in Parques BBVA, **3,818 doses** were administered **to employees and their direct family members.**

### Vaccination campaign results



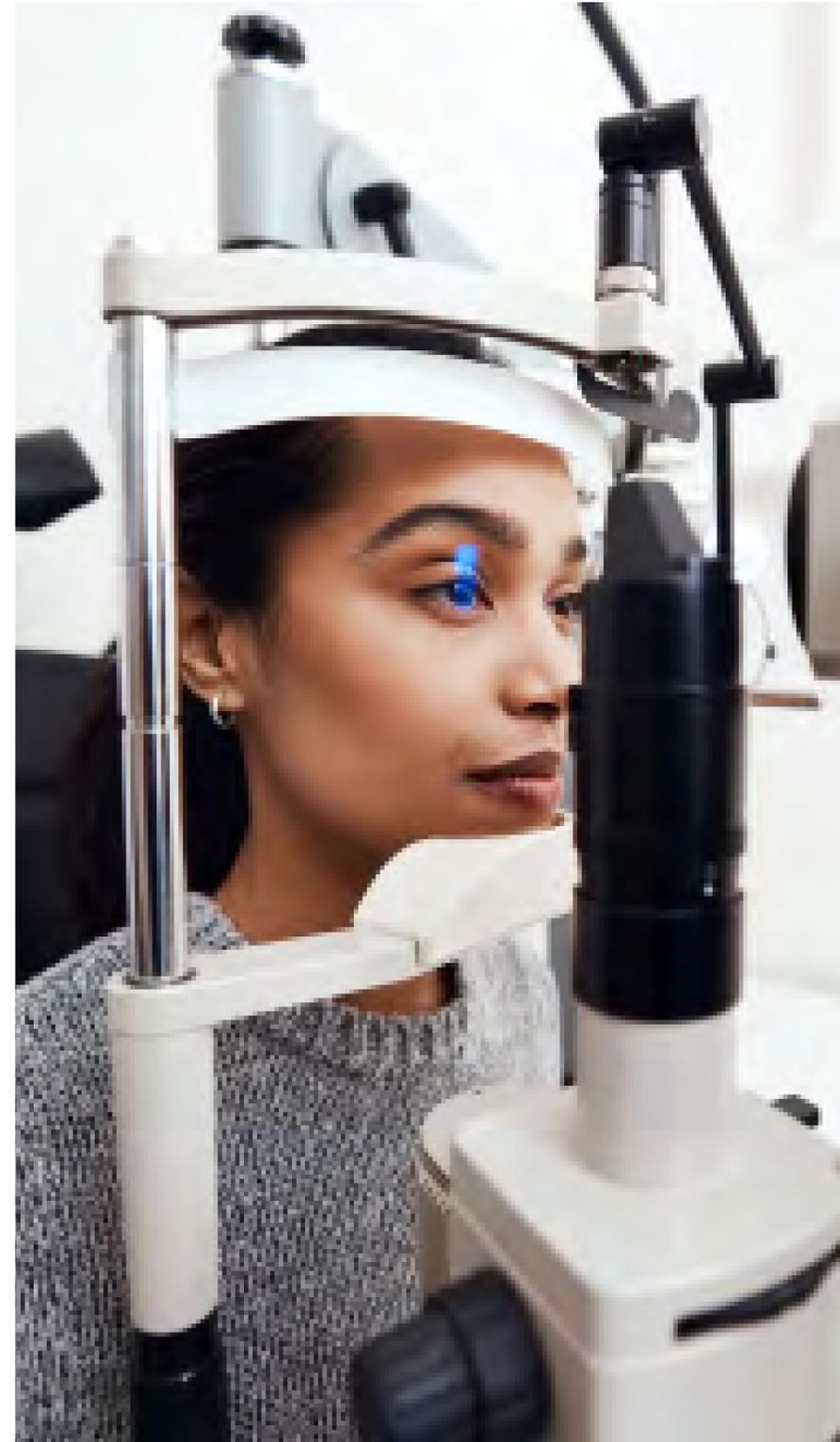
## Visual health campaign

As in previous years, this campaign was carried out in person at the BBVA Tower facilities in which 1,003 eye tests were performed, which marks the year with the highest participation with an increase of 97% compared to 2021. The purpose of this campaign is to promote eye health care for employees and their families.

## Oncology campaign

We partnered with Salud Digna laboratory to carry out the 2022 oncology campaign, offering free tests to eligible employees and beneficiaries registered in our medical service and major medical expenses policy who meet the age criteria.

Papanicolaou (new study)
Women of 30 years and older: 1,721 tests
Breast ultrasound
Women from 35 to 39 years old: 554 tests
Mastography
Women from 40 years of age: 846 tests
Prostate antigen
Men from 40 years of age: 1,356 tests



A total of 4,477 tests were conducted and there was a favorable participation response of 118% with respect to those conducted in 2021.

We partnered with Salud Digna laboratory to conduct a campaign aimed at timely identification of metabolic alterations. The campaign involved an investment of MXN 1.6 million and included a total of 7,638 tests for glucose, cholesterol, triglycerides, uric acid, and body composition using InBody technology. Eligible employees and beneficiaries nationwide participated in the campaign.

Breakdown of tests performed for the timely identification of metabolic disorders	
	7,638
InBody	
	2,966
Blood test	
	4,672

In addition to actions to promote employee health, BBVA México has other initiatives focused on well-being and work-family balance.



## Digital disconnection

As part of the digital disconnection actions, different communication campaigns have been launched to establish start and end times for activities, meal times, avoiding emails, meetings and connections outside of working hours.

Reminders are sent every day, both at headquarters and online, inviting employees to disconnect from activities and the hours for reserving rooms at headquarters have been limited, with the maximum reservation limit being 7:00 p.m.

The objective of this initiative is to have a **measurement of digital disconnection** for the 40,000 employees of Central Areas and Social Media.

## Banking games

BBVA México promotes sports and cultural activities among employees through a sports fair in which they represent BBVA before all financial institutions in CDMX.

**3,428 employees participated.**

## Birthday day off

With this initiative, which was launched in previous years, all employees who have a birthday on Monday to Friday can enjoy their day off with pay so that they have the opportunity to share it with whomever they wish.

**11,294 employees** enjoyed this benefit.

## Productive Thursday Afternoon

In an effort to continue improving the quality of life of our employees, we implemented the Productive Thursday Afternoons or Thursday afternoons without meetings initiative; on Thursdays from 2:30 p.m. to 8:00 p.m., we seek to promote a space in which meetings are reduced to give employees the opportunity to focus on their own work, plan activities, complete their training, innovate, or give and receive feedback.

## Sport activities

During 2022, other sports activities focused on promoting health and reinforcing the sense of belonging to BBVA were carried out in Mexico City.

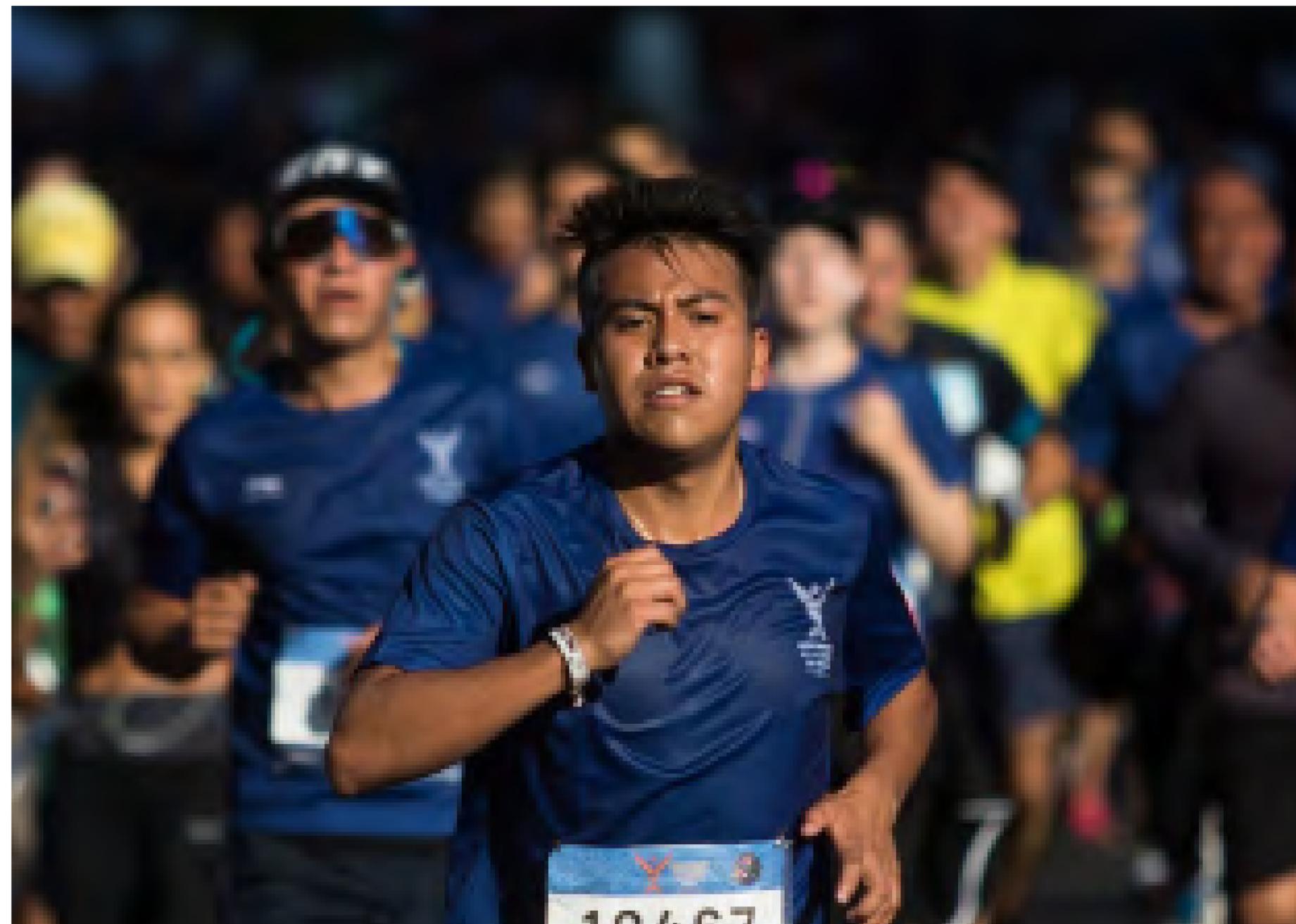
**6,696 people participated.**

## Facebook group

BBVA México has a Facebook group dedicated to cultural and sports activities, it serves as a tool for monitoring athletes, both online and in person.

## BBVA 2022 race

It is the largest corporate race in Mexico. Its objective is to offer employees and their families a social activity that promotes sport within the institution, helping to reinforce the sense of belonging, improve their health, and raise their quality of life.



**In the 2022 edition, 23,515 people from 16 BBVA offices participated, with an investment of 19,496,002 pesos.**



BBVA has **1,615 Internal Civil Protection Programs** and **1,742 Civil Protection Approvals** issued by workplaces.

## Civil protection

The Civil Protection area of Grupo Financiero BBVA México is committed to guaranteeing the safety of those who use its facilities.

The team is made up of 8,974 brigade members in branches and 701 brigade members in corporate buildings who, in 2022, received 1,250 hours of training. Likewise, 37,730 employees received training on civil protection, fire fighting and handling of fire extinguishers, and care for vulnerable groups.

1,801 drills were carried out, including the macro drill in Mexico City in which 13,852 people participated.

On the other hand, there were inspections by the Ministry of Labor and Social Welfare (STPS) and Civil Protection in which no observations were found. 177 Municipal and State inspections were addressed in which there were no observations either.

As part of GFBB's efforts to reinforce and promote civil protection, this year the Vertical Race was held at Reforma 510 on December 10, with the participation of 390 firefighters out of 32 states of the Mexican Republic.



## Diversity and inclusion GRI 3-3, 405-1, FS1

As part of the advances in diversity and inclusion, Grupo Financiero BBVA México has implemented various actions, tools and mechanisms to promote a culture of diversity, marked by respect for all people regardless of their age, sexual orientation, gender, political and religious.

In 2022, the Community of Practice on Diversity and Inclusion was created with a two-way national channel to listen to the concerns and interests of the Group's employees.

Also, Grupo Financiero BBVA México has a **Diversity and Inclusion Board**, which is made up of representatives from each of the business areas.

In addition, it has champions and units specialized in Culture, Leadership, Processes, Talent and Disability actions focused on diversity and inclusion.

Since 2021, the Rooney Rule has been applied in all internal and external selection processes, with the aim of increasing the representation of women in lists of candidates to fill vacancies within the organization and promoting gender equality in leadership positions.

At BBVA, diversity and inclusion are a key lever for transformation, which is why we seek to train employees on these issues through panels, webinars for International Women's Day, International LGBT Pride Day, International

Day of the elimination of violence against women and International Disability Day. In 2022, 35 sessions were given on these topics, in which 13,078 people participated.

In addition, 12 Diversity Days sessions were held, which are days focused on promoting diversity and inclusion. The 2022 theme was how to achieve safe work spaces, where all people can be who they are and get their full potential; 10,392 people participated.

On the other hand, the first generation of Be Woman was launched, a mentoring program focused on developing the skills of women at BBVA. As part of the program, 45 mentors were trained during 10 sessions.

## Maternity and Paternity

In the previous year, actions were taken to promote the strategy of inclusion and equity for new mothers and fathers. To this end, maternity and paternity leave was increased to four weeks more than those proposed by law in Mexico. This leave takes into account all types of families, including adoptive, heteroparental, homoparental and single-parent families.

This year, as a benefit of BBVA México for its employees, 1,183 kits were given to people who became mothers and fathers. In addition, virtual master classes were held for the School for Parents.

Some of Grupo Financiero BBVA México's facilities have breastfeeding rooms, which benefited 66 female employees in 2022.

Facilities with breastfeeding rooms and number of beneficiaries		
	Breastfeeding rooms	Beneficiaries
Torre Reforma	2	45
Parques Polanco	2	14
Tecnoparque	1	3
CPD	1	2
Torre Black, Mérida	1	2

### Levels of return to work after maternity leave

Maternity leave	28
Maternity leave covered	28
Number of women reincorporated	545
Number of female employees who requested maternity leave	573
Number of male employees requesting paternity leave	676

In addition, several programs were implemented that focus on fostering an appropriate work-life balance for its employees. These free initiatives include opportunities that contribute to the development of new skills, fostering networking, promoting competitiveness and increasing the company's attractiveness to young people, strengthening the bond between employees and their families and the company, among others.

These programs have enabled employees to improve their quality of life. Some initiatives focused on cultural activities, such as dance, painting and theater, while others included group volunteering, integration activities and participation in the public speaking and singing team.



**1,183 kits** were given to people who became **mothers and fathers**.

**66 female employees** benefited from the **breastfeeding rooms**.



## Disability

Grupo Financiero BBVA México continued to focus on the inclusion of people with disabilities. After carrying out an accessibility diagnosis in 2021, progress has been made in the pilots to incorporate people with hearing and motor disabilities. In addition, training in Mexican Sign Language has continued and more awareness-raising activities have been organized for employees.

In line with its commitment, the CONDUSEF's decalogue for older adults continued to be implemented to improve care and service for older customers. Hand in hand with this commitment, care protocols were reviewed and updated, with which it is sought that these services are inclusive for people with disabilities.

**43 employees with disabilities** joined the BBVA México's workforce.

## Christmas volunteering

First, a toy drive was carried out through employees and their families to donate them to associations that serve beneficiaries with disabilities.

This year, **1,343 employees volunteered 2,686 hours** and donated toys that **benefited 10 associations** and collected **3,189 toys**.

After, employees were made aware of the different types of disabilities through a session attended by 41 volunteers who were given 650 hours of awareness.

## Values Day

It is an annual event where employees celebrate values in a global manner with recreational activities and through the use of various tools such as workshops, videos and activities, among others.

In 2022, **37,346 people** participated

## VIVA Award

It is a recognition of employees who live their values in an extraordinary way.

**40,335 participants** in 2022, three winners in Mexico and one global winner.

## Union Volunteering

As every year, Grupo Financiero BBVA México carried out Banking Volunteering in coordination with Fundación Quiera, whose objective is to add as many efforts as possible and support the Institutions in the network of said Foundation as a union.



## Semana del voluntariado bancario 2022

80 actividades realizadas

19 bancos participantes con una inversión de +\$500,000.00

354 voluntarios

30 IFQs beneficiadas  
+1,231 horas de voluntariado  
equivalentes a 154 jornadas laborales

#BancosUnidos  
#VoluntadesQueTransforman  
#VoluntariadoBancario

# Global Eco-Efficiency Plan

GRI 301-1, 302-1, 302-3, 302-4, 302-5,  
303-1, 303-3, 303-4, 303-5, 305-1,  
305-2, 305-3, 305-4, 305-5, 306-3, FS1

## 2025 Pledge

The 2021-2025 GEEP aligns with BBVA's Climate Change Strategy and contributes to the 2025 Pledge by increasing renewable energy consumption and reducing the carbon footprint. These two global objectives define the goals of the GEEP.

BBVA México's commitment to the environment is reflected in the 2021-2025 Global Eco-Efficiency Plan (GEEP), which provides for the Group's objectives and goals to promote sustainable development in terms of consumption, circular economy, carbon footprint.

The monthly monitoring of sustainability goals worldwide is carried out by the BBVA Global Sustainability Office (GSO), with the aim of maintaining transparency and effectiveness of the sustainability strategy.

### The GEEP is made up of three management axes

1.

Reduction of consumption as the main lever to **minimize the direct impact of the operation.**

2.

Awareness of employees and other stakeholders about the transition to a **low carbon economy.** Compensation of residual emissions through the acquisition of credits in Carbon Market projects to comply with the commitment acquired to be a carbon neutral company.

3.

Use of energy from renewable sources.





### 2021-2025 GEEP

Management impact management levers	KPI	2025 Goals*	Units
Consumption	Renewable electricity	80%	MWh
	Electricity consumption	-5%	MWh
	Diesel consumption	+2%	L
	LP gas consumption	-10%	L
	Natural gas consumption	-10%	m <sup>3</sup>
	Water consumption	-2.5%	m <sup>3</sup>
	Paper consumption	-5%	kg
Circular economy	Net waste	-2%	kg
Carbon footprint	Scope 1 and 2 emissions	-100%	tCO <sub>2</sub> e
Sustainable construction	Certified area	+4%	m <sup>2</sup>

\* The base year for all targets is 2019 with the exception of energy consumption where the base year is 2020.

### Sustainable construction: progress in the PGE

	2020	2021	2022
ISO 14001:2015 certified buildings	6	6	10
LEED Certified Buildings	4	4	4
Number of occupants	13,062*	13,062*	13,741
Certifications	21%	21%	24.48%

\* Grupo Financiero BBVA México has a national total of 42,094 occupants in its buildings, of which 13,741 employees are in certified buildings.

## Energy

As part of BBVA's Climate Change Strategy, BBVA México has a global commitment to increase the consumption of renewable energies and reduce its carbon footprint.

### Renewable energy

**2025 PLEDGE**

80% in 2025

**RE100 INITIATIVE**

100% in 2030

### Carbon footprint

**2025 PLEDGE**

-100% by 2025 in Scope 1 and Scope 2 emissions

To carry out its operations, Grupo Financiero BBVA México uses energy from different sources, such as electricity from the Federal Electricity Commission (CFE) and a wind energy company, as well as fuels such as LP gas, natural gas and diesel.

<sup>10</sup> RE100 es una iniciativa global que reúne a las empresas más influyentes del mundo comprometidas con la electricidad 100% renovable.



Energy consumption					
	2019	2020	2021	2022	Units
Electricity consumption by non-renewable sources	233,541	79,823	69,938	166,775	MWh
	840,748	287,362	251,777	600,390	GJ
Electricity consumption from renewable sources	61,677	201,347	210,823	121,572	MWh
	222,037	364,849	758,962	437,659	GJ
Electrical energy consumed per occupant	5.04	6.07	7.27	6.850	MWh/FTE
Total LP gas consumed	136,810	46,980	39,336	86,585	Liters
	3,571	1,227	1,028	2,261.73	GJ
Total natural gas consumed	68,862	34,898	39,210	55,089	m <sup>3</sup>
	2,847	1,445	1,435	1,998.47	GJ
Total diesel consumed*	310,997	291,026	285,939	284,393.29	Liters
	11,809	10,964	10,773	10,714.79	GJ
Total gasoline consumed			443,912	505,315.87	Liters
			14,712	16,746.67	GJ
Total R410AC refrigerant consumed			9,261	5,613	kg
Total R407C refrigerant consumed			230	152	kg
Total R134A refrigerant consumed*				19	kg
Total R404A refrigerant consumed*				71.24	kg
Total R438A refrigerant consumed			23	0	kg
Total R22 refrigerant consumed			614	206.6	kg

Energy consumption: progress in the GEEP		
	2022 Achievement	2022 Goal
Renewable electricity (%)	100%	80%
Electricity consumption (MWh)	(+2.53%) 288,348	(-5%) 287,882
LP gas consumption (liters)	(-36.7%) 86,585	(0%) 123,129
Natural gas consumption (m <sup>3</sup> )	(-20%) 55,089	(0%) 61,975
Diesel consumption (liters)	(-9%) 281,433.9	(+1%) 314,107

Scope: Grupo Financiero BBVA México.

1. The total number of employees is considered as the average number of employees of Grupo Financiero BBVA México in 2022, with a total of 42,094 employees.
2. Figures at the end of 2022.
3. As of 2021, total diesel consumption includes use in Grupo Financiero BBVA México's facilities, and in GFBB vehicles.
4. The annual electricity consumption data of Grupo Financiero BBVA México's Real Estate Database does not consider some locations that are not part of the centralized collection agreement with CFE, whose energy consumption is not known, among other aspects, because it is included as part of the rent of the property.
5. For the calculations of LP gas, diesel and gasoline consumption in 2022, the calorific values of the "List of fuels and their calorific values (CONUEE) to be used for reporting to RENE 2022" were used.
6. As of 2021, electric energy consumed per occupant is calculated only on the average number of employees of Grupo Financiero BBVA México units.
7. Se refiere al consumo de energía dentro de la organización.

\* Refrigerant consumption measured as of 2021.

## Emissions

The consumption of electricity and fuels generates greenhouse gas (GHG) emissions, which we seek to neutralize in order to achieve the goals set at a global level.

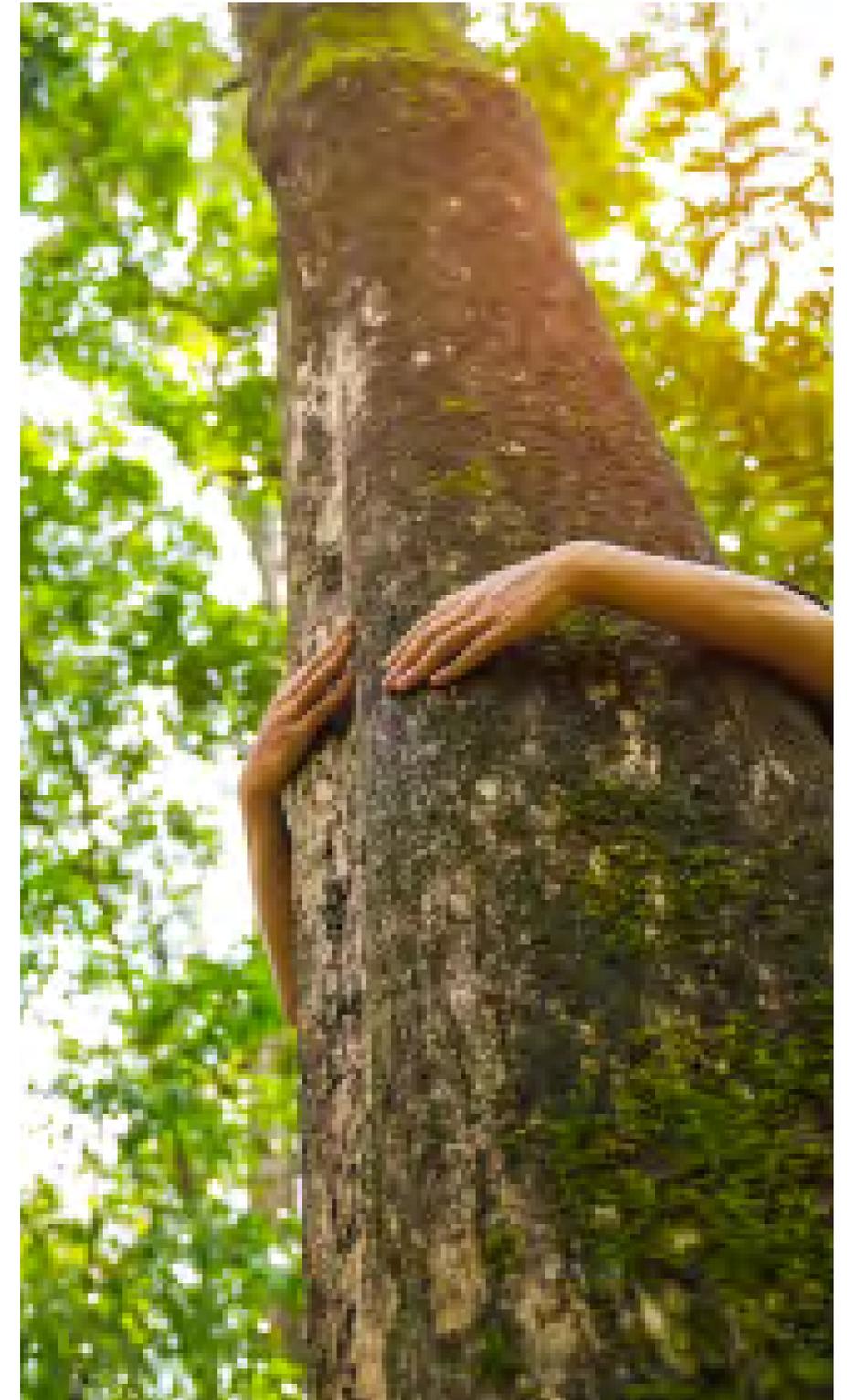
Emissions generated (CO <sub>2</sub> Ton)						
	2017	2018	2019	2020	2021	2022
Indirect CO <sub>2</sub> emissions (Scope 2)	881	1,161	1,203	935	22,847	14,829.03
Indirect CO <sub>2</sub> emissions (Scope 2)	111,223	94,547	112,333	36,647	27,863	0.20
Indirect CO <sub>2</sub> emissions (Scope 3)	10,599	16,436	13,958	2,476	2,510	12,991.13
Total CO <sub>2</sub> e emissions	122,703	112,144	114,520	40,058	53,220	27,820.36
Total CO <sub>2</sub> per occupant (Tons/occupant)	2.76	2.46	2.47	0.89	1.38	0.66

Kilometers of plane travel (km)			
	2020	2021	2022
Sections less than 500 km	1,567,433	573,691	2,950,569.68
Sections between 500 to 3,700 km	9,901,377	4,940,225	17,054,415.56
Sections longer than 3,700 km	2,898,559	1,401,549	7,623,026.25
Total	14,367,369	6,915,564	27,628.011

Emissions: progress in the GEEP	
Total emissions (tCO <sub>2</sub> e)	
<b>2022 Achievement</b>	27,820.36
<b>2022 Goal</b>	100% compensated

Scope: Grupo Financiero BBVA México.

1. Calculation of the total CO<sub>2</sub> emitted is the result of the sum of scope 1 emissions (fossil fuels and use of refrigerants from 2021), scope 2 (electricity) and scope 3 (includes employee travel, travel by aircraft and waste).
2. To calculate emissions, IPCC (Intergovernmental Panel on Climate Change) emission factors were used.
3. The total number of occupants is considered as the average number of employees of Grupo Financiero BBVA México in 2022, with a total of 42,094 employees.
4. Figures at the end of 2022.
5. As of 2021, the total CO<sub>2</sub> per occupant is calculated solely on the average number of employees. In previous years, calculation included the sum of the average number of employees and external occupants.
6. We carry out the calculation of emissions from fixed and mobile sources derived from the operation of BBVA.
7. Gases included in the calculation of scope 1, 2 and 3 emissions: CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O, HFC, PFC, SF<sub>6</sub>, NFE or all.





## Emissions compensation

Within Grupo Financiero BBVA México, different mechanisms are used to neutralize the emissions footprint, including the purchase of compensation bonds.

Project Type
"Carbon, Water and Comaltepec Indigenous Biodiversity"
Location
Oaxaca, México
Compensation
30,000 tCO <sub>2</sub> e

## Renewable energy certificates

Likewise, in order to advance in the transition towards the renewable energy consumption goal.

In 2022 GFBB purchased **122,037 renewable energy certificates**, which represents 122,037 MWh.

# Water

Water is an essential resource that makes it possible to guarantee the cleanliness and hygiene of the operations in BBVA México, as well as of the collaborators who come to the offices.

		Water consumption (m <sup>3</sup> )			
		2019	2020	2021	2022
Water extraction	Pipe water*	52,440	10,676	445 <sup>11</sup>	11,785
	Municipal water*		775,708	693,255	636,001
	Total extracted water	828,553	786,384	693,700	647,786
	Extracted water by occupant (m <sup>3</sup> /FTE)	17.89	17.00	17.94 <sup>12</sup>	15.38
Water discharged*	Municipal drainage		750,060	65,924,938	604,541.13
	Treatment plants		36,324	34,459 <sup>13</sup>	43,264.874
Water consumption*	Total annual water consumed		823,008	728,158	691,051

Scope: Grupo Financiero BBVA México.

1. The total number of employees is considered as the average number of employees of Grupo Financiero BBVA México in 2022, with a total of 42,094 employees.
2. Figures at the end of 2022.
3. The annual water consumption data from the Grupo Financiero BBVA México Real Estate Database does not consider some locations for which water consumption is unknown, among other aspects, because it is included as part of the rent of the property.
4. Total water consumption in 2022 corresponds to the sum of the total water extracted and the water reused in the treatment plant.
5. As of 2021, water extracted per occupant is calculated only on the average number of employees. In previous years, calculation included the sum of the average number of employees and external occupants.
6. The volume of water discharged into the municipal drainage corresponds to the total water extracted minus the water reused in treatment plants.

\*Reporting update in accordance with the new GRI 303 (2018) requirements as of 2020.

Water: progress in the GEEP	
Water consumption (m <sup>3</sup> )	
<b>2022 Achievement</b>	(-21.8%) 647,785.60
<b>2022 Goal</b>	(-0.5%) 824,410.2

<sup>11</sup> Corresponde al valor de Torre BBVA.

<sup>12</sup> Corresponde al agua consumida por empleado.

<sup>13</sup> Corresponde a la cantidad de agua reaprovechada por Grupo Financiero BBVA México.



## Paper and Waste

One of the inputs that GFBB uses the most to carry out its internal operations and with customers is paper, therefore, it represents one of the main waste generated.

Paper consumption (kg)				
	2019	2020	2021	2022
Total paper consumed (kg)	1,246,244	851,989	866,824	905,723.5
Total paper consumed per occupant (kg/FTE)	26.9	18.39	22.42	21.52

Scope:  
Grupo Financiero BBVA México.

1. The total number of employees is considered as the average number of employees of Grupo Financiero BBVA México in 2022, with a total of 42,094 employees.
2. Figures at the end of 2022.
3. As of 2021, the total paper consumed per occupant is calculated solely on the average number of employees. In previous years, the calculation included the sum of the average number of collaborators and external occupants.

Managed waste (kg)				
	2019	2020	2021	2022
Non-hazardous waste	1,125,661	366,862	252,201	594,884
Hazardous waste	18,167	936	15,751	240,560.8

Scope:  
Grupo Financiero BBVA México.

1. As of 2022, four properties are increased in certification, with a total of 10 buildings in the scope of the Environmental Management System.
2. Figures at the end of 2022.

Total paper consumption: progress in the GEEP	
Total paper consumption (kg)	
<b>2022 Achievement</b>	(-27.3%) 905,723.5
<b>2023 Goal</b>	(-1%) 1,234,086.2

Waste generated: progress in the GEEP	
Total waste (kg)	
<b>2022 Achievement</b>	-26%
<b>2022 Goal</b>	-2%

# Suppliers and responsible purchases

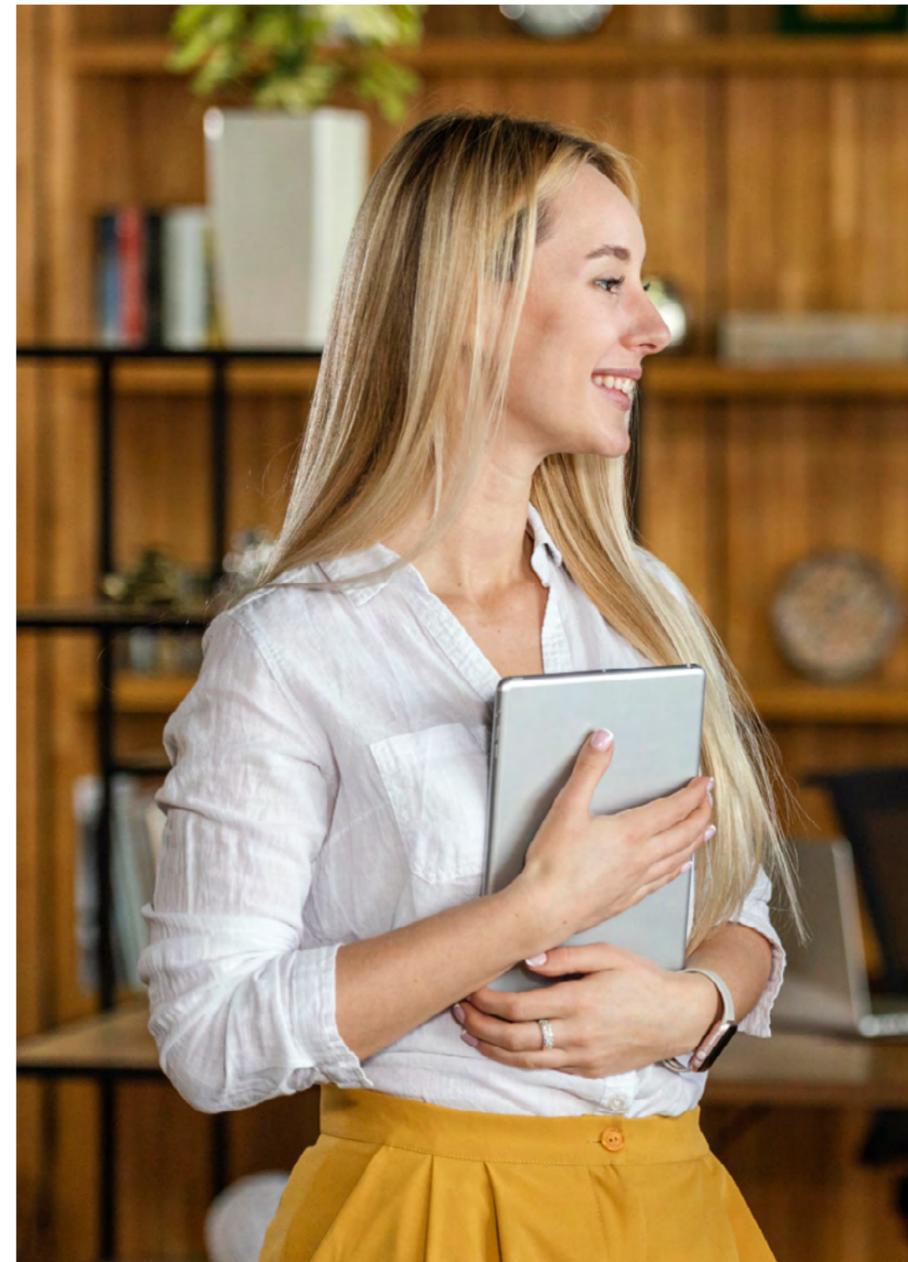
GRI 2-6, 412-1, 412-3, FS1

Grupo Financiero BBVA México has a series of documents that extend its ethical, social and environmental responsibility to its suppliers in order to create value in a sustainable manner throughout its supply chain.

-  Code of Conduct
-  Suppliers' Code of Ethics
-  Responsible Purchasing Policy
-  Corporate Standard for the Acquisition of Goods and Contracting of Services

For more information, go to:

<https://suppliers.bbva.com/>  
<https://suppliers.bbva.com/compras-responsables/>



## Suppliers by nationality



## New evaluation of Suppliers

In 2021, a change was made towards continuous improvement in the suppliers and responsible purchasing areas with the implementation of a new evaluation methodology. This corporate Risk Level assessment methodology provides for common criteria for the entire Group and makes it possible to assess both current and future suppliers. Thus, it seeks to strengthen the commitment to responsible and sustainable management with respect to suppliers and purchases.

Of the **6,813 active suppliers** in 2022, 4,094 were evaluated.

Our supplier approval process evolved into a **supplier evaluation process**.

The Standard for the Purchasing of Goods and Services Contracting specifies that this evaluation applies only to manageable expenses within and outside the scope of Purchasing.



Grupo Financiero BBVA México currently has **four certifying bodies for the review of suppliers**.

As part of this supplier evaluation process, the following modules are used to determine a custom assessment for each supplier to define their level of risk:

## Evaluation modules

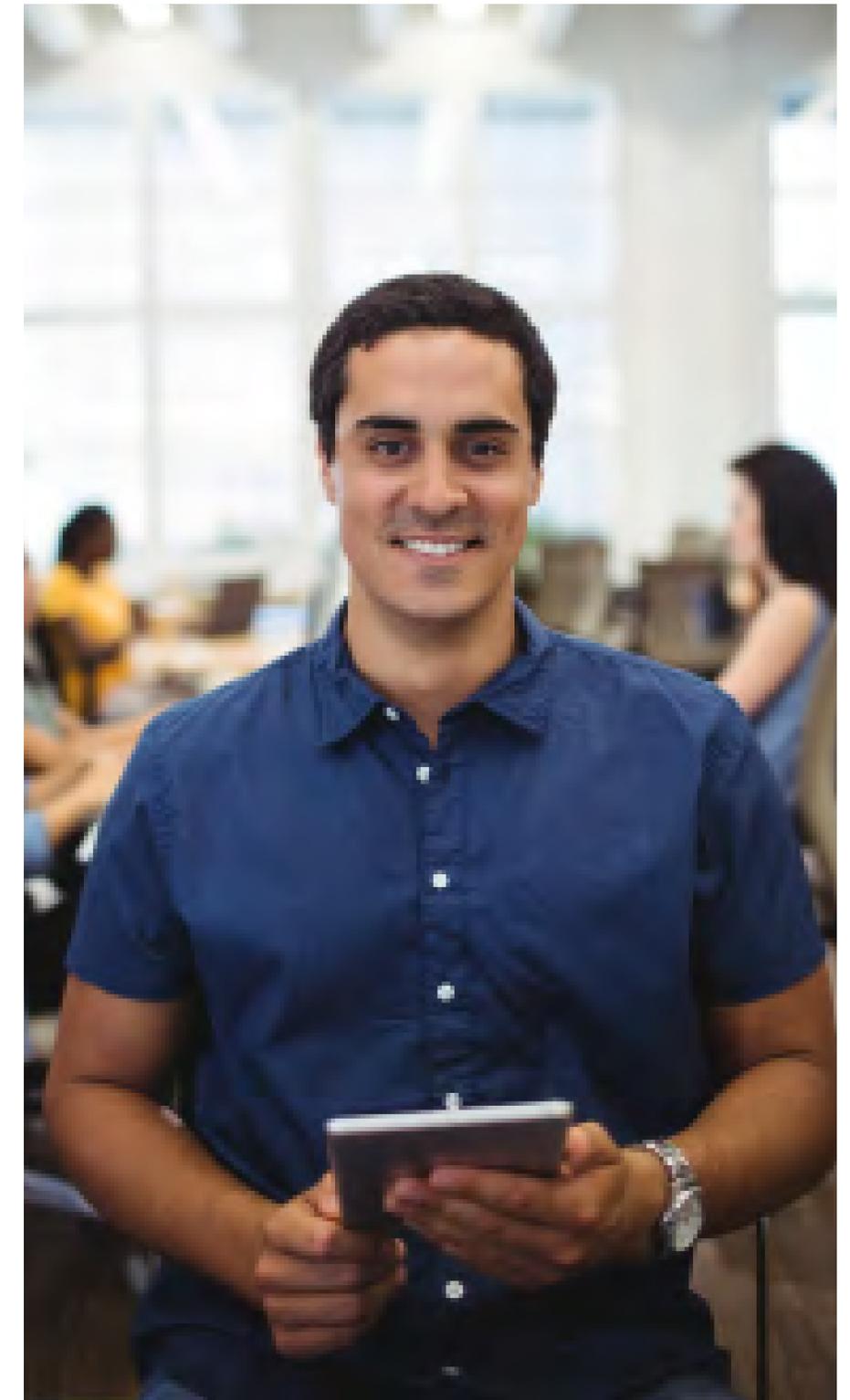
- Anti-corruption and Anti-Money Laundering
- Reputational
- Concentration and country risk
- Financial
- Legal
- Tax
- Labor
- IT Risk
- Customer protection

Depending on the level of risk, which can be low, medium or high, and the evaluation opinion, which can result in Pass or Fail, we can determine the supplier's final result.

Using this exercise, a supplier approval process was carried out, in parallel with said evaluation, which has allowed all suppliers to report in the new system.

## Evaluation of suppliers

<b>Total active suppliers at the BBVA Group level</b>	
	6,813
<b>Total number of suppliers that entered the Evaluation process</b>	
	4,094
<b>Number of "suitable" suppliers</b>	
	3,444
<b>Percentage of purchases from suppliers that have participated in the Evaluation process in 2022</b>	
	99.00%
<b>Number of suppliers that have not passed the Evaluation process in 2022 – "not suitable"</b>	
	650





## IReNE survey

General result: 78.3 points  
Specific negotiation item: 83.8.

This review process is a way of verifying suppliers' compliance with the approval criteria determined by Corporate Regulations. All suppliers that provide goods and/or services to Grupo Financiero BBVA México are evaluated according to the following specific criteria:

1. The supplier's level of annual spending, taking as a reference billing and/or the amount of awards made or planned.
2. The potential business impact of the supplier's services and/or products.
3. New negotiations between suppliers and GFBB, with a relationship of two years or more.

The different aspects that the review analyzes are:

- Legal
- Financial
- Tax
- Laboral
- Reputational
- Technical
- Regulatory
- Internal control
- Corporate social responsibility

In 2022, an IReNe survey was carried out on suppliers where different aspects such as negotiation, legal service, payments and valuation model were evaluated.

## Supplier mailbox

If there are incidents in the supply process or if there are any doubts, comments or suggestions, the requester directly or the person in the Purchasing Department can be contacted.

If further attention is required, the incident can be sent using the following link: <https://bbva-suppliers.appspot.com/presencia-bbva/>.

In addition, any action or situation related to Grupo Financiero BBVA México that goes against the legal provisions or the standards of the Suppliers' Code of Ethics, must be reported by the supplier through the appropriate whistleblower channel.

Anti-corruption matters are provided for in the contracts signed with suppliers. During 2022, 715 contracts were signed, of which 675 were with Mexican suppliers and 40 with foreigners suppliers. When any update of administrative information with suppliers occurs, reference is made to the Suppliers' Code of Ethics, which contains a specific section on anti-corruption.

# Sustainable finance

GRI 3-3, 412-1, 412-3, FS1, FS2, FS5, FS7, FS8, FS11  
SASB FN-CB-410a.2, FN-AC-410a.2, FN-IB-410a.3, FN-IN-410a.2, FN-AC-410a.3, FN-IN-410b.2

Grupo Financiero BBVA México is a company committed to communities and society, which is why it seeks to provide a wide range of investment and financing products to support its retail, business, corporate and institutional clients in adopting more sustainable practices. Also, GFBB integrates sustainability into its day-to-day activities and in all its activities, both in its relationship with customers and in its internal processes.

06

# Management

Grupo Financiero BBVA México has specific work groups that promote responsible practices in its communication and marketing towards customers and develop appropriate solutions for them. It is inspired by the United Nations Sustainable Development Goals (SDGs), with a focus on climate change and inclusive social development to help its clients transition to a sustainable future.

Grupo Financiero BBVA México has focused on implementing strategies that promote the creation of sustainable markets and increasing their positive impact through financial instruments, aligned with relevant initiatives such as:

- United Nations Environment Programme Finance Initiative (UNEP-FI)
- Equator Principles
- Principles for Responsible Investments (PRI)
- Principles for Responsible Banking (PRB)

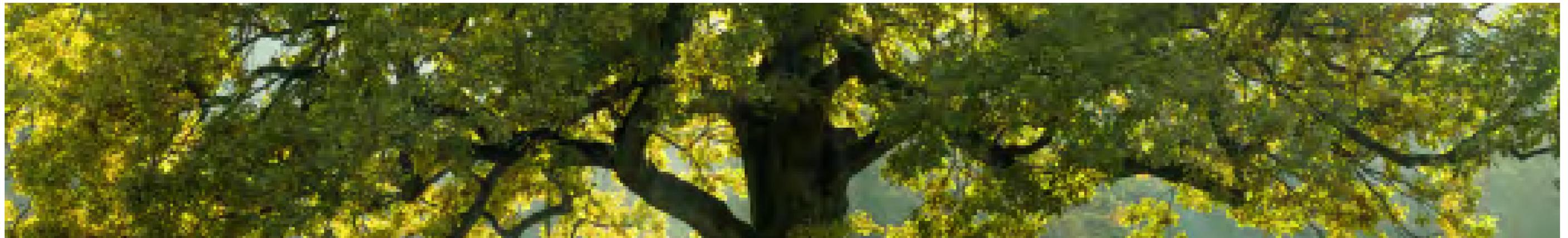


**Our priority is supporting our customers in their transition to a sustainable future.**

# 2025 Commitment

SASB FN-AC-410a.1

Since 2018, Grupo Financiero BBVA México has maintained a commitment to contribute to the SDGs and the Paris Agreement based on the three lines of action: Finance, Manage and Involve.



## Finance

Stop climate change, originate new financing and favor the SDGs by mobilizing EUR 200,000 million between 2018 and 2025 for agribusiness, entrepreneurship, financial inclusion, green activities and sustainable infrastructures.

**In 2022, Grupo Financiero BBVA México mobilized more than MXN 160 billion, of which MXN 65 billion correspond to the offering of environmental and social bonds.**

## Manage

Set the goal that 100% of the energy contracted by Grupo Financiero BBVA México by 2030 be renewable. Additionally, gradually align the activity of Grupo Financiero BBVA México to the Paris Agreement and minimize the social and environmental risks associated with it, reducing potential direct and indirect negative impacts.

**In 2022, 100% of the energy of Grupo Financiero BBVA México was 100% renewable (wind and photovoltaic source).**

## Involve

Incorporate all stakeholders to enhance the scope of sustainable development and collectively promote the contribution of the financial sector.

**In 2022 Grupo Financiero BBVA México celebrated Sustainability Day to promote sustainability and present the progress of its strategy for a greener and more inclusive world.**



## Sustainable Development Goals (SDGs) Bond Framework

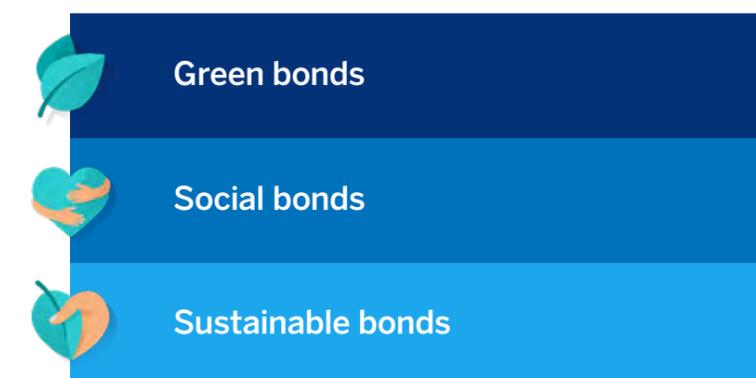
BBVA México finances projects and entities that contribute to the fulfillment of the SDGs and their specific targets, particularly in the following SDGs:



In April 2018, BBVA published its framework for issuing its own sustainable bonds, linked to the United Nations Sustainable Development Goals (SDGs). The SDG framework is guided by the International Capital Markets Association (ICMA) Principles for Green Bonds, the Guide for Social Bonds and the Guide for Sustainable Bonds, which provide for four fundamental requirements:

1. Use of proceeds
2. Process for expenditure evaluation and selection
3. Management of proceeds
4. Reporting

The funds from these debt instruments are exclusively used to finance green, social and sustainable projects, aligned with the four essential components of the framework. Grupo Financiero BBVA México (through the bank BBVA México) has successfully issued three types of bonds under this framework:



## Project evaluation and selection process

1. The sustainable finance working group reviews a prospective list of eligible projects.
2. The SDG Bond Committee conducts an additional review of selected and labeled projects to decide which ones will be included in each bond issued under the SDG framework.
3. Responsible Business has the final veto over the list of selected projects.
4. Grupo Financiero BBVA México controls the use of funds from green, social or sustainable bonds issued under the SDG framework.
5. Grupo Financiero BBVA México monitors the use of funds from green, social and sustainable bond issues in accordance with their characteristics.
6. Grupo Financiero BBVA México may publish a report on the monitoring of the bond on an annual basis, to ensure the correct application of the issuance framework.

## Green bonds

In 2022, Grupo Financiero BBVA México released the issuance of the following green bonds:

Green bond	Amount of the issuance (MXN million)
SHCP	7,896
United Mexican State	5,565
Orbia	5,000
América Móvil	3,624
FEMSA	3,091
Herdez	3,000
SHCP	2,500
Cementos de Chihuahua	2,500
CFE	1,440
Bancomext	1,200
GAP	919
Banobras	749
Desarrollos Hidráulicos de Cancún	700
KOF	125
<b>Total</b>	<b>38,309</b>

## Social bonds

In 2022, Grupo Financiero BBVA México released the issuance of the following social bonds:

Social bond	Amount of the issuance (MXN million)
SHCP	7,896
United Mexican State	5,565
KOF	2,875
América Móvil	3,624
SHCP	2,500
Bancomext	1,200
CFE	1,060
Compartamos	833
Banobras	740
<b>Total</b>	<b>26,293</b>



## Sustainable financing for individuals and companies

The range of credit products that BBVA México manages has significant benefits for customers, such as preferential rates, the objective of which is to make these products more attractive to the market and thus contribute to the sustainable transition of individuals and companies.

### Private Parties

Financing for the acquisition of hybrid and electric cars, financing of solar panels and mortgages, among others.

**MXN 15,801 million**

### Companies and Corporations

Green financing for companies, letters of credit, leasing, among others.

**MXN 79,469 million**

## Environmental and Social Framework FS1, FS2

Grupo Financiero BBVA México developed specific regulations that include environmental and social aspects in the due diligence process for decision-making when granting credit, with the aim of supporting the long-term success of its customers that operate in sectors with the greatest environmental impact and who manage their business responsibly.

The objective of these regulations is to address the specific sustainability issues of the banking sector and provide clear guidance to our employees on the procedures to follow in the management of clients and transactions. They are applicable to all operations, entities, lines of business and branches of BBVA México.

In order to support compliance with the SDGs, play a key role in the fight against climate change and strengthen the commitment to human rights, this management framework includes processes that allow Grupo Financiero BBVA México to meet the expectations of the groups of interest, mitigate risks, learn more about customer activities and contribute to compliance with BBVA's Responsible Banking Policy at a global level.

## Sectors covered

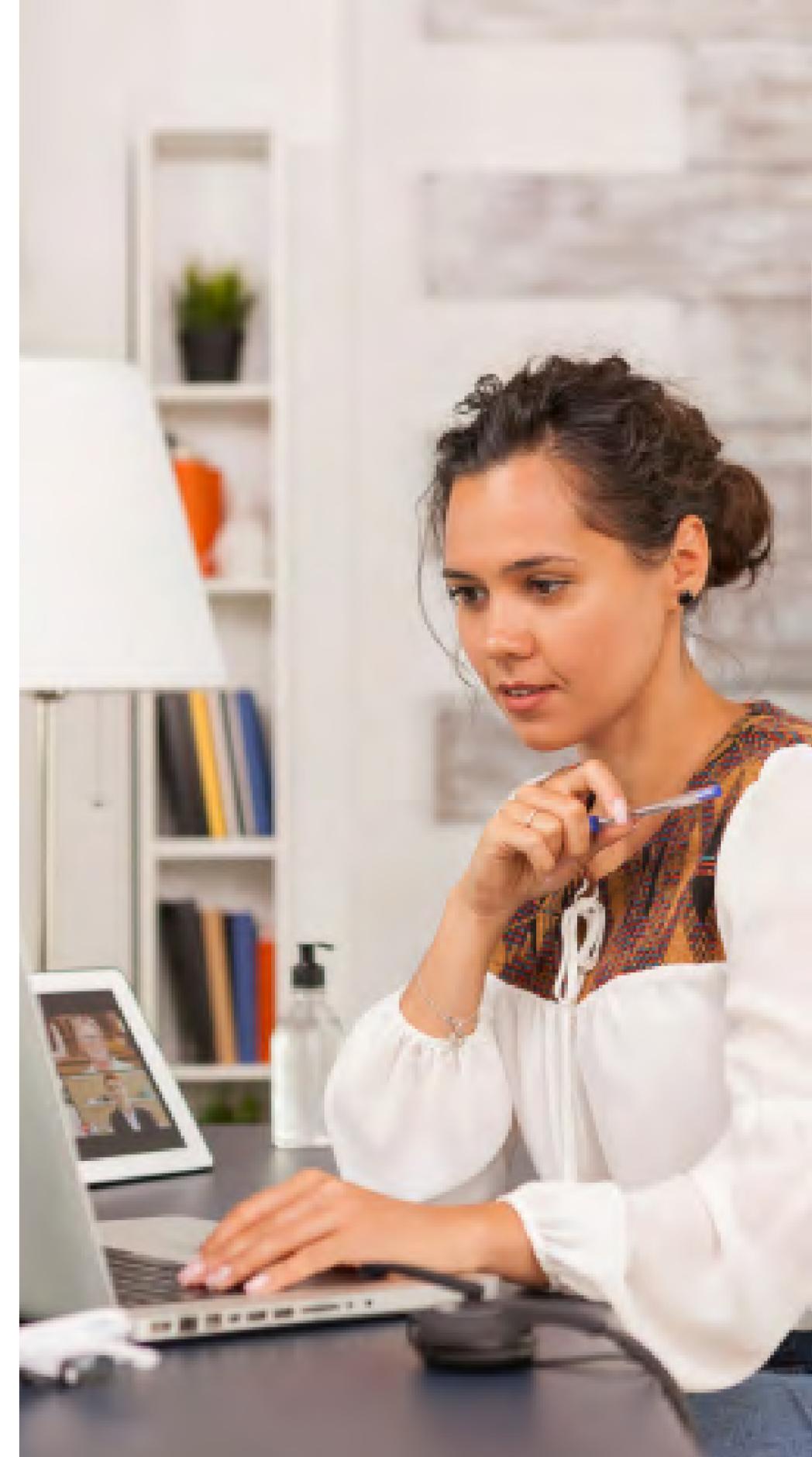
There are general exclusions, so Grupo Financiero BBVA limits the provision of financial services to projects or customers whose main business is associated with the following activities or environmental and social impacts:

- Businesses for which there is credible evidence (court rulings or relevant disputes) of material violations of applicable laws and regulations, or involvement in human rights abuses regardless of country.
- Activities that use child or forced labor as defined in the International Labor Organization (ILO) Conventions.
- Projects involving resettlement or violation of the rights of indigenous and/or vulnerable groups without their free, prior and informed consent (FPIC).
- Projects located in or near UNESCO World Heritage sites, Ramsar-listed wetlands, Alliance for Zero Extinction sites, and areas of the International Union for Conservation of Nature Categories I-IV.
- Companies based in countries under financial sanctions from the European Union, the United States and the United Nations.

To determine the existence of potential material risks, the business or control functions, responsible for identifying and assessing environmental and social risks, refer the customer or transaction to a specialized environmental and social risk unit for further review. The review involves a dialogue with the customer to gather as much information as possible and to assess the mitigating measures to be applied.

Corporate & Investment Banking (“CIB”) Leadership is the final decision maker in the event that the analysis concludes that the customer or transaction is high risk and non-compliant.

Grupo Financiero BBVA México has due diligence processes for **customer acceptance, transaction evaluation and internal development of new products**, which ensure the implementation of these standards.





### Principles for Responsible Investments (“PRI”)

The Principles for Responsible Investments (“PRI”) are a set of actions to incorporate ESG issues into investment practice on a voluntary and aspirational basis. They are based on the premise that a sustainable and economically efficient financial system is a necessity for long-term investor value creation, which in turn will bring benefits to the environment and society as a whole.

The PRIs were launched in 2005 under the leadership of the United Nations, with the support of the main asset managers, seeking to have the capital market incorporate the evaluation of ESG factors into investment decision-making under the term Responsible Investment,

which encompasses not only traditional financial analysis, but also the evaluation of environmental, social and corporate governance factors.

Grupo Financiero BBVA México (through its fund manager BBVA Asset Management) has an investment fund labeled as ESG and classified as equities, whose benchmark is the MSCI Global Markets Index. This fund invests in ETFs (Exchange-Traded Funds) or exchange-traded funds of countries and regions with the ESG label.

The portfolio of Grupo Financiero BBVA México is comprised of only those issuers that are classified

with a C grade, in case they are part of the benchmark, without being able to have an overweighting. 60% of the assets in which they are invested must have the ESG designation in order to be labeled as such.

The fund with ticker symbol “BBVAESG” has assets of MXN 290.23 million, which are invested through ETFs with the ESG label. Additionally, we closed the year with assets of MXN 11,726 million in the BBVA México and S&P Dow Jones Indices ETF MEXTRAC, which, as of 2022, incorporates ESG criteria.

## Approach to incorporating ESG factors in investments

The financial management of the investment funds is carried out through BBVA Asset Management México, S.A. de C.V., Sociedad Operadora de Fondos de Inversión, Grupo Financiero BBVA México. The investment process incorporates sustainability criteria, taking into account the specific of the various assets, for example:

### Third-Party Funds

The integration of sustainability in the selection and monitoring process of international funds is fundamental in the due diligence process applied to the funds incorporated in the portfolios. To conduct this analysis, BBVA Grupo Financiero BBVA México relies on Quality Funds, a team of experts specialized in the matter.

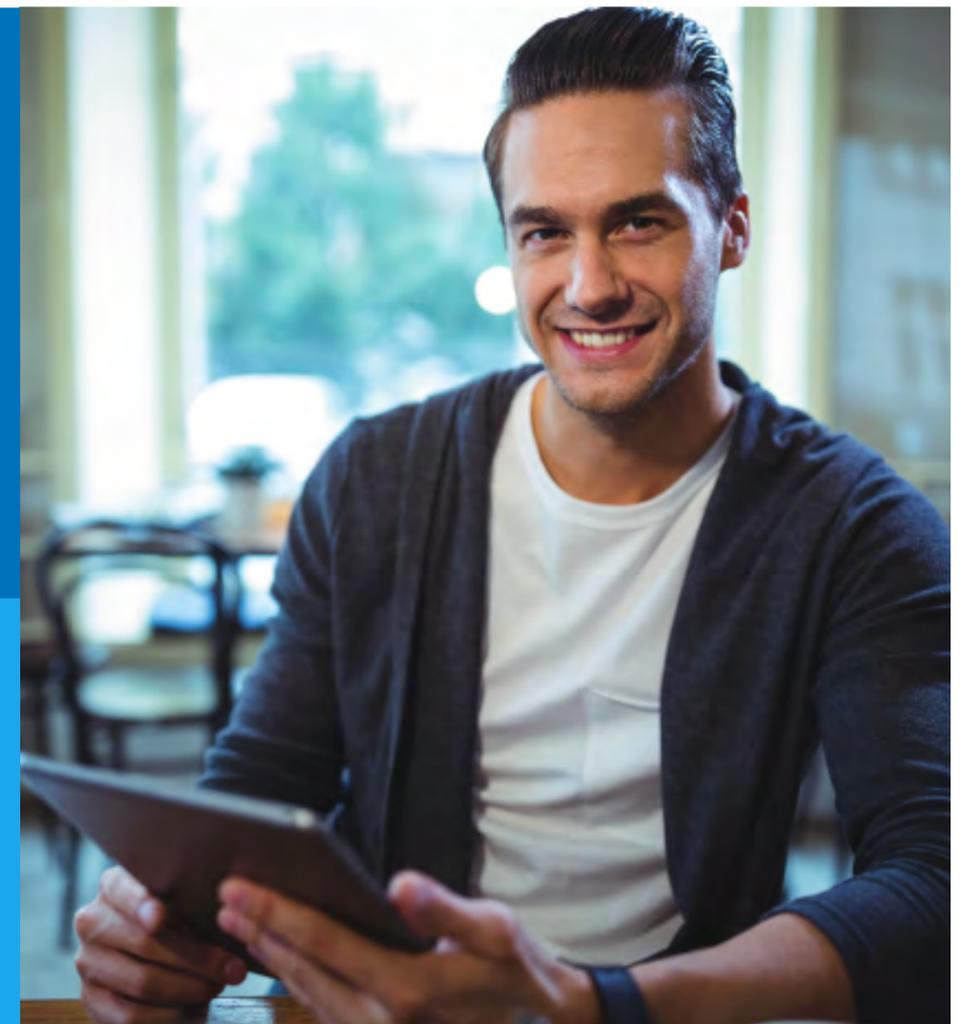
The result of this analysis is a sustainability rating (A, B or C), and in case of equality of profitability and financial risk, priority will always be given to the fund with the best sustainability rating. The possibility of supplementing this rating with additional information on the instruments in which third-party investment vehicles invest is also being evaluated.

### Equity and Corporate Fixed Income

The preparation of an internal rating of the various issuers is the final objective of the investment process for these two classes of asset. The financial analysis of the issuers is complemented by a questionnaire on extra-financial aspects (environmental, social and corporate governance), which are integrated into the investment process.

### Government Fixed Income

Specific reports from suppliers specializing in sustainability are integrated with the rest of the financial information and are part of the analysis and selection process.



### **Policies and procedures for proxy voting and collaboration with the investee**

Grupo Financiero BBVA, through the Asset Management area in Mexico, has a procedure that explains when to vote and how to decide the direction of the vote. This active exercise of political rights corresponds to GFBB as participants in the capital of the issuers.

To promote sustainability, collaboration with issuers has been intensified to raise awareness of their commitment and highlight areas for improvement. GFBB, with an equity stake of 2% or more in a company, attends meetings and voting relevant to its investments. When making voting decisions, internal analysis and the opinion of the International Shareholders Service Group (ISS) is considered. In addition, GFBB, together with other members of the Asociación Mexicana de Instituciones Bursátiles (AMIB), signs initiatives to demand greater transparency in ESG factors from companies.



## Sustainable solutions

Grupo Financiero BBVA México offers customized solutions for each category of customers with the objective of accompanying them in the adoption of more sustainable practices and reducing their greenhouse gas (GHG) emissions.

### Retail customers

Grupo Financiero BBVA México offers a diverse range of investment and financing products to assist customers in managing their energy consumption and reducing GHG emissions through the utilization of data-based tools and solutions.

The main initiatives include:

- Promoting mobility
- Energy efficiency loans
- Investment funds and pension plans with sustainable investment criteria
- Recycled plastic cards

### Financing and insurance for low-emission cars

Since 2019, Grupo Financiero BBVA México signed an agreement with International Finance Corporation (IFC) to enhance sustainable equipment leasing, standing out as one of the advances in this area. In addition, it offers financing and insurance products for low-emission cars to individuals. Some credit products have preferential rates for customers and are designed to be more attractive in the market.

## Companies, corporate and institutional clients

Sustainable financing for companies and the creation of new standards and products are being promoted.

The developments in this line of business include:

- Carbon footprint offset loans
- Lease financing solutions used in energy efficient or sustainable mobility assets
- Financing solutions with environmental or social impact metrics
- Agricultural financing offerings for organic food production

Grupo Financiero BBVA México seeks to support its wholesale customers on their path to a more sustainable world by providing them with a wide variety of financing options, including green bonds, letters of credit, green sector project finance, sustainable corporate loans, leasing and efficient transactional banking, among others.

### ESG Advisory

Grupo Financiero BBVA México provides its customers with valuable information on regulation, best practices, challenges and opportunities on the road to sustainability in different sectors, including oil & gas, utilities, auto and infrastructure, as well as cross-cutting issues such as energy efficiency. It also provides an overview of all sustainable products and services available from CIB, both in debt and equity.

To complement this sustainable offering, Grupo Financiero BBVA México offers the ESG Advisory service, a data-driven advisory service that helps its customers meet their sustainability commitments, in line with the Paris Agreement and the United Nations 2030 Agenda. This service facilitates the process of aligning each customer with their sustainability goals, providing them with a customized approach according to their starting point.

## Financial support for farmers

In 2022 Grupo Financiero BBVA México (through its bank BBVA México) and the Consejo Nacional Agropecuario signed an agreement to promote financing for the country's agricultural and agroindustrial activities. In the last five years, Grupo Financiero BBVA México has accumulated a balance of more than MXN 72 billion in financing, is a leader in the sector with a market share of 25.6%, and has a base of 800 borrowers in all agricultural subsectors, with a presence in all the country's states.

## Financing under Equator Principles

Energy, transportation and social services infrastructures, which drive economic development and generate employment, can have an impact on the environment and society. The Grupo Financiero BBVA México's commitment is to evaluate the financing of these projects in order to reduce and avoid negative impacts and thus enhance their economic, social and environmental value.

All project financing decisions should be based on the profitability adjusted to principles criterion. This means meeting the expectations of stakeholders and the social demand for adaptation to climate change and respect for human rights.

Since 2004, Grupo Financiero BBVA México has adhered to the Equator Principles (hereinafter, EP), which include the standards for environmental and social risk management in project finance, which were developed based on the International Finance Corporation's Policy and Performance Standards on Social and Environmental Sustainability and the World Bank's General Guidelines on Environment, Health and Safety.

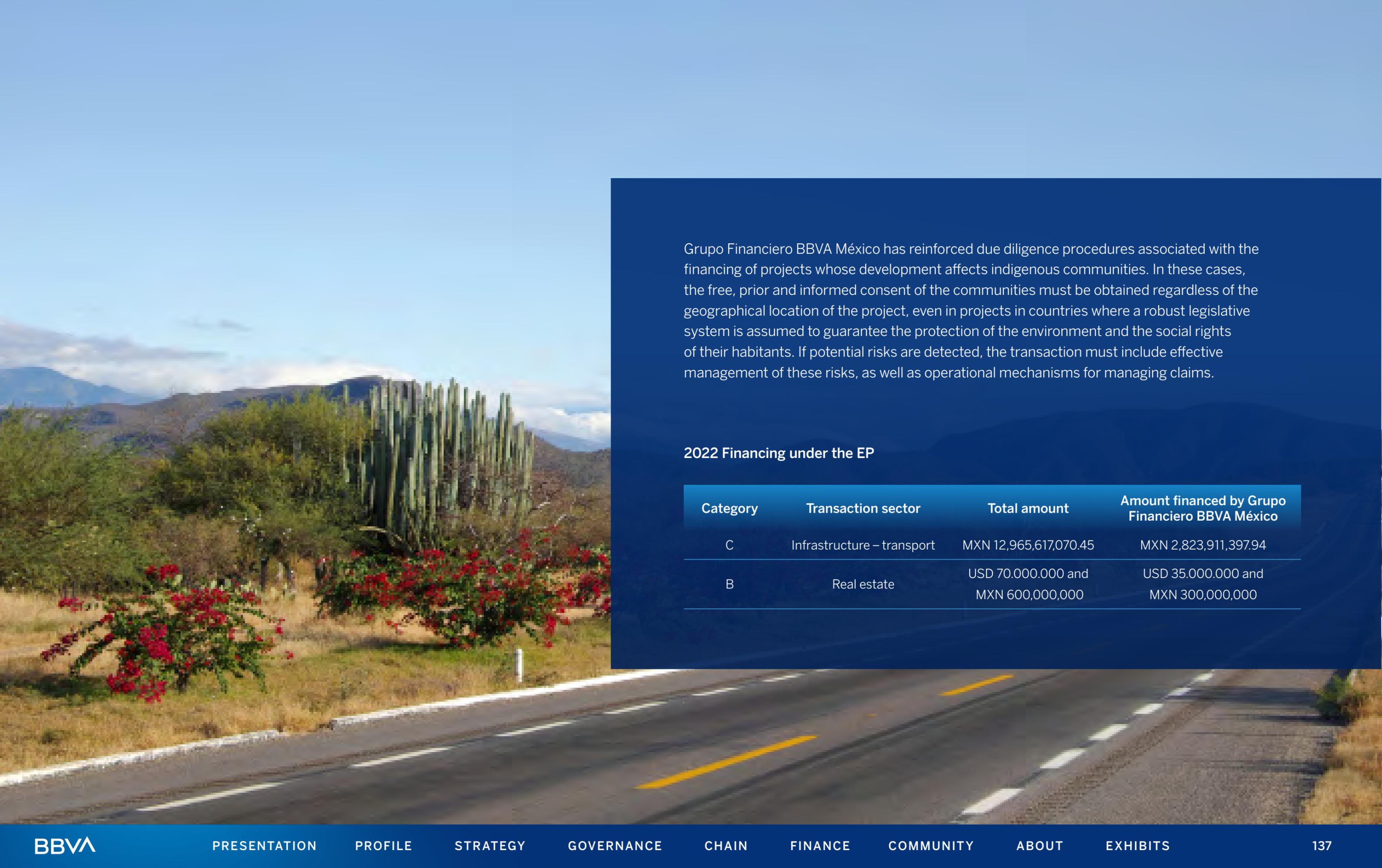
The analysis of the projects consists of subjecting each transaction to an environmental and social due diligence process, including potential impacts on human rights.

The first step consists of assigning a category (A, B or C) that represents the risk level of the project.

- 1. Category A:** Projects with potentially material adverse social or environmental impacts that are irreversible or unprecedented.
- 2. Category B:** Projects with potentially limited adverse social and environmental impacts that are few, generally site-specific, and largely reversible and easily addressed through mitigation measures.
- 3. Category C:** Projects with minimal or no social or environmental impacts.

The review of the documentation provided by the customer and the independent advisers allows assessing compliance with the requirements established in the EP depending on the category of the project. The financing contracts incorporate the environmental and social obligations of the customer. The application of PEs at Grupo Financiero BBVA México is integrated into the internal processes for structuring, admitting and monitoring transactions.





Grupo Financiero BBVA México has reinforced due diligence procedures associated with the financing of projects whose development affects indigenous communities. In these cases, the free, prior and informed consent of the communities must be obtained regardless of the geographical location of the project, even in projects in countries where a robust legislative system is assumed to guarantee the protection of the environment and the social rights of their inhabitants. If potential risks are detected, the transaction must include effective management of these risks, as well as operational mechanisms for managing claims.

#### 2022 Financing under the EP

Category	Transaction sector	Total amount	Amount financed by Grupo Financiero BBVA México
C	Infrastructure – transport	MXN 12,965,617,070.45	MXN 2,823,911,397.94
B	Real estate	USD 70,000,000 and MXN 600,000,000	USD 35,000,000 and MXN 300,000,000

## Principles for Responsible Banking

In 2019, Grupo Financiero BBVA México signed the Principles for Responsible Banking (PBR) of the United Nations Environment Programme Finance Initiative (UNEP FI), seeking to increase its participation in sustainable initiatives. The PBRs aim to determine the role and responsibilities of the banking industry in creating a sustainable future based on six commitments:

In compliance with the commitments acquired when joining the initiative, Grupo Financiero BBVA México is currently in the phase of analyzing impacts and determining objectives.

To identify the positive, negative, actual and potential impacts of the products offered by Grupo Financiero BBVA México, a process was carried out to analyze the impact of the portfolio using the UNEP FI Portfolio Impact Analysis Tool. This tool consists of a mapping of quantitative and qualitative data that helps determine the most significant impact areas of Grupo Financiero BBVA México based on the nature, content and geographic scope of the consumer banking and institutional banking portfolios.

### 1. Alignment

Align business strategy with the objectives expressed in the Sustainable Development Goals (SDGs) and the Paris Agreement.

### 2. Impact and target setting

To continuously increase positive impacts, reducing negative impacts and managing risks resulting from the organization's activities, products and services. To this end, objectives will be established and published where the most significant impacts may occur.

### 3. Clients and customers

Working responsibly with customers to develop sustainable practices and generate shared prosperity.

### 4. Stakeholders

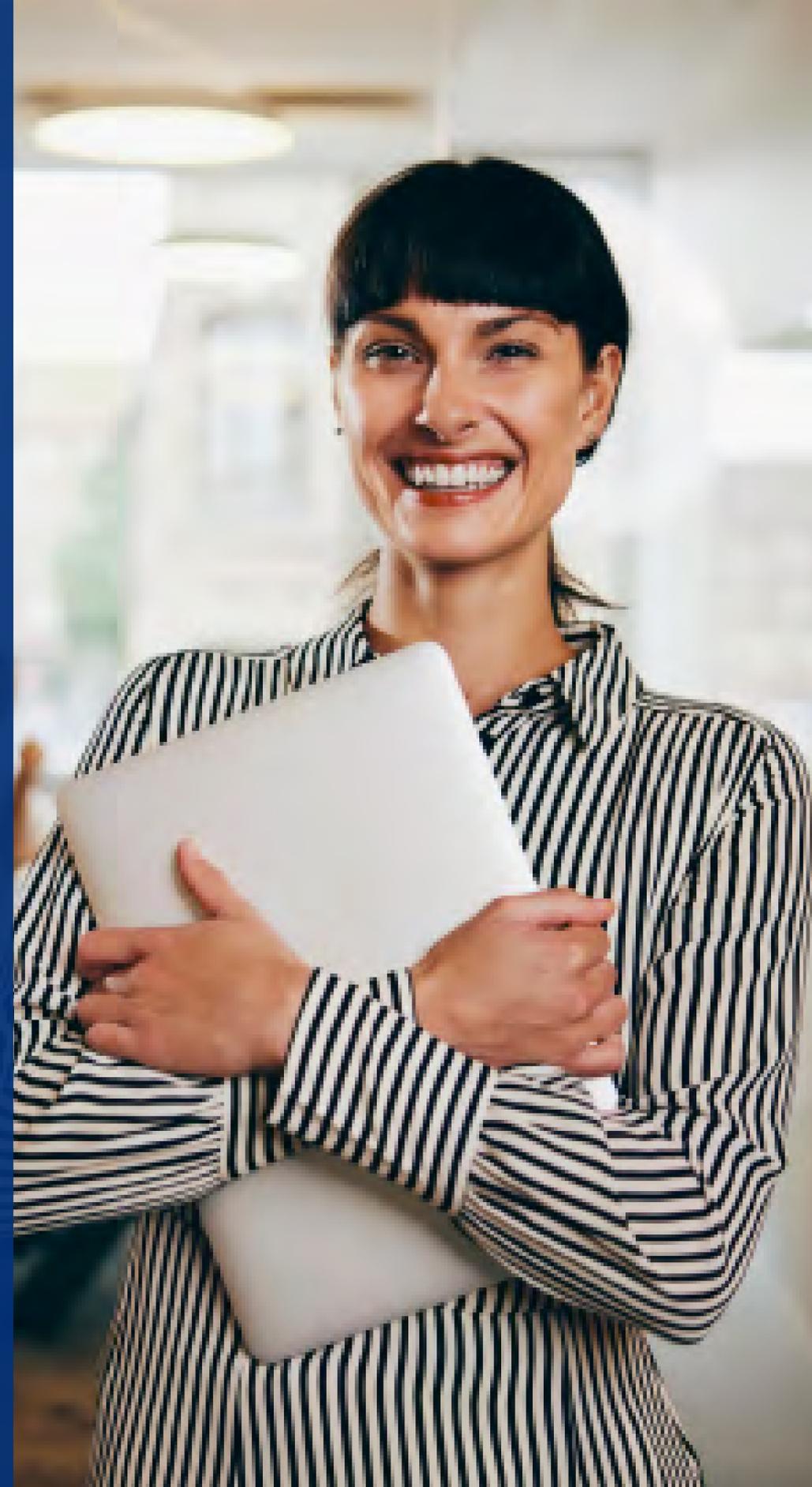
Proactively consult, engage and partner with key stakeholders to achieve the organization's objectives.

### 5. Governance and culture

Implement commitments to these principles through governance and responsible banking culture.

### 6. Transparency and accountability

Commitment to transparency, assuming full responsibility for the positive and negative impacts of the organization.

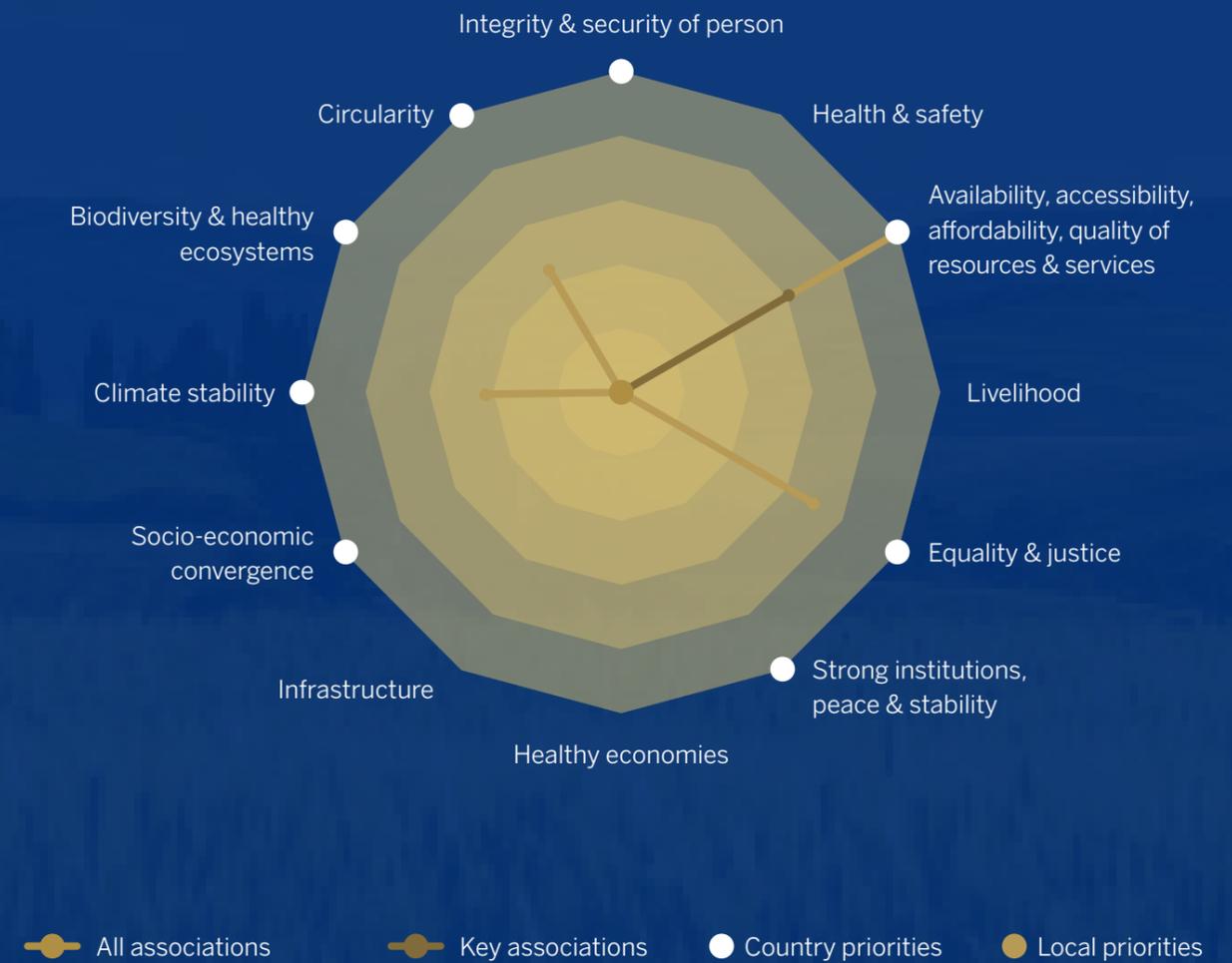


# Consumer banking

## Positive impacts



## Negative impacts



# Institutional banking

## Positive impacts



## Negative impacts



# Financial inclusion and entrepreneurship GRI 3-3, FS13 y FS14



One of the main focuses of BBVA México's social investment is to generate access to financial services for Mexican families and promote economic growth, in line with its sustainability strategy.

Through its Financial Inclusion Model, Grupo Financiero BBVA México seeks to make its products and services accessible to all people to help them make informed decisions regarding their financial well-being and raise awareness of the risks and opportunities in the financial market.

The model consists of the following actions:

- To be relevant to the express segment and help them solve their basic cash-related needs, for example: making transfers to unbanked family members who live outside the main urban centers, recharging money on their cell phones, reducing travel time and costs, payment management, etc.
- Bring basic financial services for cash transactions to 1,467 municipalities through more than 36,065 operating establishments.
- Facilitate the management of cash flows through digital tools in order to reduce the use of cash and promote financial formality in the country.

## 2022 Results

### 2022 BBVA Momentum

BBVA Momentum is an acceleration program for social and environmental entrepreneurs aimed to promoting companies and entrepreneurs that offer solutions to social and environmental problems in an innovative and sustainable manner.

This year the program was carried out in a hybrid format, taking advantage of the lessons learned from previous years in order to have the participation of more entrepreneurs outside Mexico City, but seeking to have face-to-face sessions to achieve a closer coexistence.

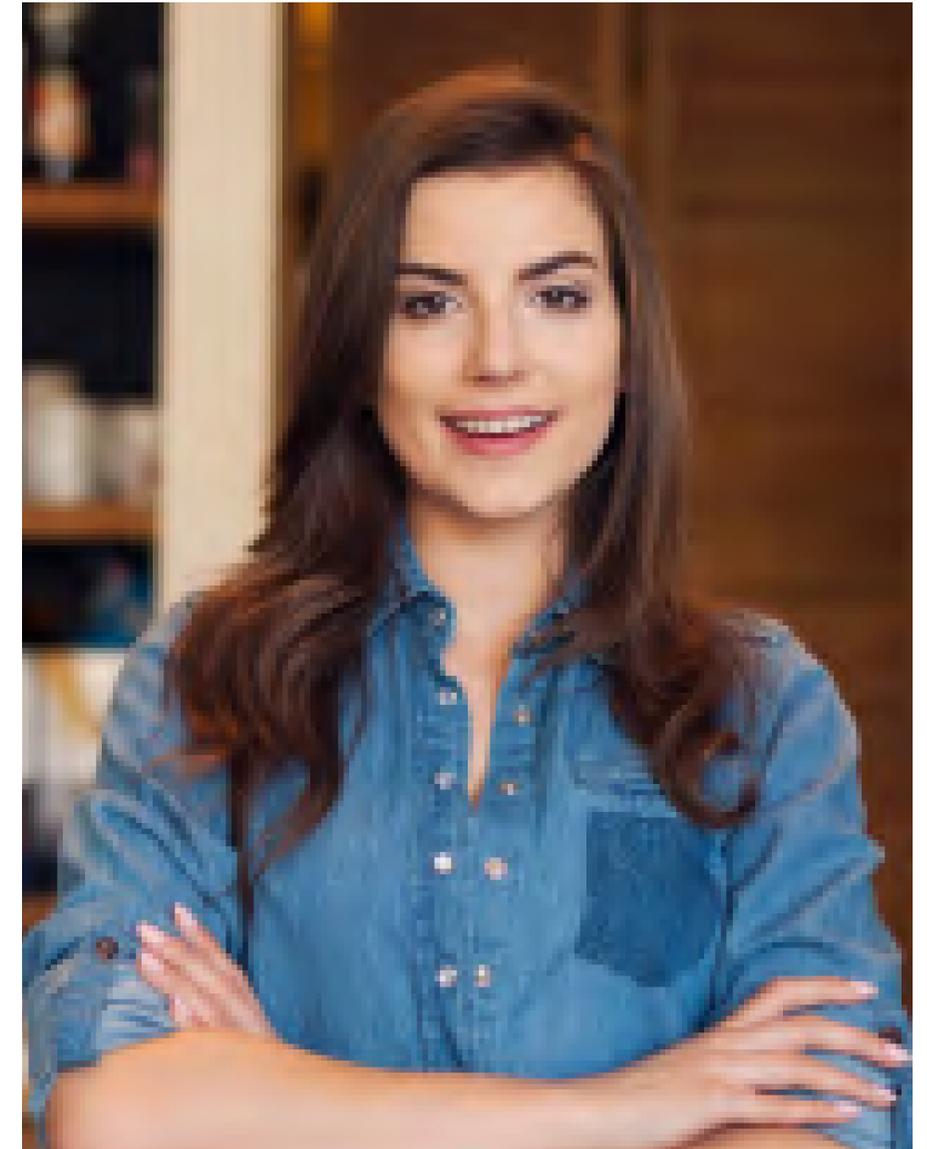
In this tenth edition, 400 companies were impacted thanks to the Vive tu Momentum event, presented virtually from the BBVA Tower, where an Impact Measurement workshop was provided. There was also a Spotlight Event with Rodrigo Villar, founding partner of New Ventures, and Marcus Dantus, founder and CEO of Startup México to share their perspective on the current context of entrepreneurship in Mexico and provide recommendations for entrepreneurs. This brings to 1,000 the number of entrepreneurs impacted by the program in the 10 years it has been in effect.

In 2022, **BBVA Momentum supported 100 companies with social and/or environmental impact** through training, acceleration, support and financing under preferential conditions.

The **first stage** of the program was conducted under a mainly virtual format and included workshops, group and individual mentoring with experts from the New Ventures network, an online course with the Instituto de Desarrollo Empresarial (IDEA) of Universidad Anáhuac and a Pitch session with feedback.

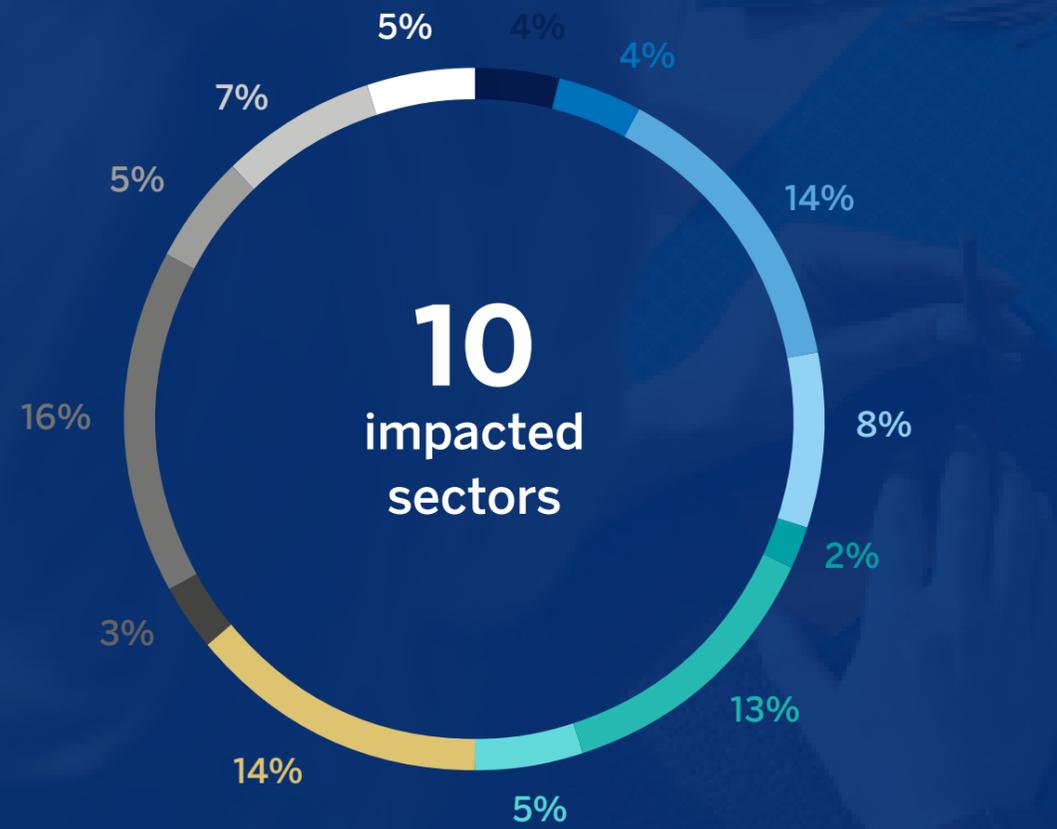
In the **second stage**, the 20 entrepreneurs with the best scores were selected and participated in a week of specialized acceleration taught by EGADE. Finalists presented their pitch at the Social Investment Day.

For the third consecutive year, Momentum Day was held and this year the invitation was extended to entrepreneurs of the 10 generations of BBVA Momentum, with the intention of creating a community and commemorating the 10 years of the program.



**BBVA Momentum** is the largest acceleration program for social and environmental entrepreneurs in Mexico.

## 2022 Results



### Geographic location of the companies



### Participants by gender





## BBVA Female Entrepreneurs

### Victoria 147

Grupo Financiero BBVA México and Victoria 147 joined forces to improve the personal and business financial health of women entrepreneurs and businesswomen. Through this alliance, knowledge, financial tools and digital capabilities are provided to help women entrepreneurs improve their businesses and ventures. In addition, this alliance seeks to position Grupo Financiero BBVA México as a reliable financial ally and promote financial education as a key success factor for women entrepreneurs.

# 48,181

women entrepreneurs  
were trained in 2022.

# Contribution to the community

GRI 413-1

BBVA is committed to generating value in communities through programs that promote inclusive and sustainable growth. As part of its strategy, it has set out three lines of action: reducing inequality and promoting entrepreneurship, creating opportunities for all through education, and supporting research and culture.

In Mexico, Grupo Financiero BBVA develops a series of initiatives and activities of high social impact with the objective of helping the community to make more informed financial decisions that are beneficial to their well-being.

BBVA is committed to allocate **EUR 550 million to the community between 2021 and 2025<sup>14</sup>**.

<sup>14</sup> Read more about [BBVA's investment for the community](#).

07

# Financial education

Financial Education is a fundamental area within Grupo Financiero BBVA México, as it places different tools within the reach of the community that allow them to responsibly manage their finances, and thus boost their wellbeing and quality of life.

During 2022, the Financial Education area focused on **two objectives**:

 **Improve Financial Health**

 **Promote the use of Go Cashless**

To achieve this, we worked on topics such as daily financial management, resilience, future security and financial control. In addition, the use of applications and digital media was promoted to move towards digitalization, take advantage of applications, optimize time and facilitate access to financial services.

BBVA continues to advance in being the Financial Advisor of Mexico and has generated various alliances to reach different audiences through different contact channels:

- Web content
- Training experiences for customers and non-customers (Open Market)
- Initiatives with a gender perspective
- Alliances and sponsorships (Kidzania, La Granja, UNAM and other universities)
- Boosting entrepreneurship (SME Portal)
- Campaigns with Behavioral Economics (BE)
- Virtual assistant



## Programs: driving sustainable development and economic inclusion

### Workshops

**90% of the Financial Education offer in 2022 was digital**, compared to the 20% of previous years.

#### Face-to-face

Starting in 2022, we will implement the face-to-face modality through Mobile Digital Classrooms with the presence of a facilitator who teaches the workshops on different educational topics.

**539 workshops**, which benefited 9,824 people, with **11,114 participants**.

#### Online

They offer the opportunity to acquire financial knowledge in an easy way through digital tools. A wide variety of courses are offered on topics such as savings, digital banking, credit card use, mortgage loans, investments and life planning. These courses are available 24 hours a day, allowing them to be taken at any time.

**165,106 visitors** of the courses.



### Remotely

Taught by a Financial Education facilitator, they are aimed at nominated and non-nominated groups to acquire the necessary skills and knowledge for the use of financial products and banking applications. This year it was decided to redesign and transform the workshops, adapting them to the needs of the users, since the main objective is for them to participate and learn about the benefits of a 360 ecosystem.

**4,300 workshops** were held with the participation of 111,367 individuals and **81,310 beneficiaries**.

Workshops	Beneficiaries*		Participants**		Workshops	
	2021	2022	2021	2022	2021	2022
Face-to-face	-	9,824	-	11,114	-	539
Online	10,038	-	17,627	-	17,627	-
Remotely	32,775	81,310	43,796	111,367	1,975	4,300

Note. For the online modality, there is no data under the three categories in 2022 because there was a change of provider and the impact is now measured in views.

\* A beneficiary is the one who participates in the activity offered or, in the case of the online modality, the one who completes a workshop.

\*\* Given that a beneficiary can participate in more than one workshop, the total number of participations that the Program has is counted, that is, if the same person participated in two workshops, one beneficiary and two participants are considered.





## Social Service at Universities

Grupo Financiero BBVA México has alliances with universities nationwide with the aim of supporting young university students and, at the same time, promoting Financial Education.

Previously, young people taught Financial Education workshops as part of their social service; this year an adjustment was made to the objectives of the initiative, so from 2022, the intention is to contribute to the digitization of its community, providing information on how to download the BBVA app, make use of the applications, downloads and make CoDi transactions, among other aspects that promote digitization.

 **12,064** Digitization

 **218** Students

 **7** Universities

## Multiverse

Training in Financial Education is encouraged with new nominated customers, available on demand, with the objective of having them consume content appropriate to their needs and times, starting with a profiler.

**5,009 users used the multiverse** with a record of 7,733 visits.

## Web press releases

As of this year, press releases were published in print and online with Financial Education content on the BBVA México website.

**138 published releases, achieving 31,258 visits.**



## Financial Education Portal

It is the official Financial Education website that offers a wide variety of resources to improve the financial knowledge of the public. The portal includes notes, workshops and webinars with topics related to BBVA México's products, services and tools. In addition, it is designed to adapt to users' searches, offering specific content to resolve doubts and guide decision-making in relation to their finances.

The **EduFin Virtual Assistant**, a virtual chat that drives behavioral change from a 360-degree experience perspective, is available to accompany and improve the experience of users who visit the site.

There were 12,907,883 visits, of which 10,209,957 (79%) were single-time visitors. In addition, 40,696 people benefited from conversations with **EduFin Virtual Assistant**.

**The number of visits to the Financial Education portal doubled organically, from 6.3 million in 2021 to 12.9 million in 2022.**

## National Financial Education Week

BBVA México participates in this event organized by the National Commission for the Protection and Defense of Users of Financial Services (CONDUSEF) to promote awareness of the importance of Financial Education in managing personal finances, financial inclusion and digitization.

During the 2022 edition, there were 18,973 visits to the stand (virtual park) and 472 attendees to live conferences at the BBVA Auditorium. On the other hand, the digital campaign of the National Financial Education Week also had a great impact, generating 35,332 visits to the Financial Education website, in addition to 15,052 video reproductions, 820 clicks to the Financial Education Portal and 90 clicks on social responsibility.

**18,973 visits** to the stand during the SNEF.



## Financial Education Summit MX 2022

BBVA México, for the first time, participated in the annual meeting of the Center for Financial Education and Skills, where current issues related to financial education and skills are discussed. The 2022 edition was held in Spain on September 29 and in Mexico on September 30.

The event in Mexico was attended by 187 people, with 1,867 views of the video in Spanish and 328 views of its English translation.

**187 on-site** attendees in Mexico.

## ABM Congress

Also for the first time, 1,458 employees participated in the congress organized by the Asociación de Bancos de México (ABM) to talk about Financial Education with the aim of providing the population with more tools, skills and knowledge to make better financial decisions.

**1,458 employees** participated in the ABM Congress.



## Conferences on YouTube

Grupo Financiero BBVA México organized a series of Financial Education conferences focused on customers and the general public, which were broadcast on YouTube.

The conferences discussed the following topics:

- Personal, Sustainable and Secure Financial Health: Perspective from the Bank
- Cybersecurity
- Herdez Financial Culture (Integrating Online Workshops and Training Experiences into its program)
- UNAM student training (EduFin Award)
- Tecmilenio student training (Extracurricular)

- Tecmilenio Financial Health Webinar
- Bank Explains (ABM) Webinar on Financial Education and children
- Global Challenges 2022 and Financial Education for inclusive growth
- Insurance can change your life
- Who am I on the Internet?
- Protection on the Internet and social media
- Cyber defense, senior experience

**31,548 visits.**

## Alliances and sponsorships

### Donation for the UNAM National Financial Education Award

In collaboration with the Universidad Nacional Autónoma de México (UNAM), a donation was agreed to promote the UNAM-BBVA Financial Education Award\*, which motivates students about to graduate or recent graduates to investigate topics related to finance, inclusion and Financial Education through their dissertation work.

\* At the close of this report's edition, the 2022 call for proposals was still open, so we will report the results in the next reporting period.

### Granja las Américas

It is an educational workshop aimed at primary and secondary school boys and girls so that, through play, they learn how to save energy using the model of observing, thinking and deciding.

**173,394** boys and girls benefited.

### KidZania

The program aims to develop financial skills and knowledge in boys and girls through fun activities in an interactive environment.

**513,350** boys and girls benefited.



### Finance to Share

It is a joint initiative between BBVA and Educación para Compartir (EpC), which seeks to train better citizens from childhood. This program has a sustainable approach that focuses on teaching economic and financial topics so that students can make responsible financial decisions based on civic values and generate personal and social benefits.

**1,647 teachers** and **48,730 participating students** from 259 schools.

### Victoria 147

The Victoria 147 initiative is a project that seeks to boost economic development through the promotion of education, financial inclusion and the acceleration of women's ventures, positioning BBVA as the financial ally of women entrepreneurs and financial education as the acceleration lever in their businesses.

**48,181 women** entrepreneurs received **training**.

### Universum Espacio "Decide"

It is a space focused on youth to bring them closer to the development of sustainable projects, through digital and analog experiences to solve social and individual problems that impact the community and the environment, always considering the pillars of government, society and economy.

**262 people** benefited.



### Museum of Memory and Tolerance

BBVA and the Museum of Memory and Tolerance joined forces to promote content and materials about the importance of inclusion and Financial Education, and how they are linked to sustainability. The information was disseminated through the different spaces that the Museum has and to the thousands of low-income students from all over the country who attend and connect virtually. This sponsorship contributes to raising awareness and fighting, through education, the roots of economic inequality. 86,795 virtual room access codes and 12,468 sustainability access codes were shared.

**57,676 views** achieved on Financial Education videos.

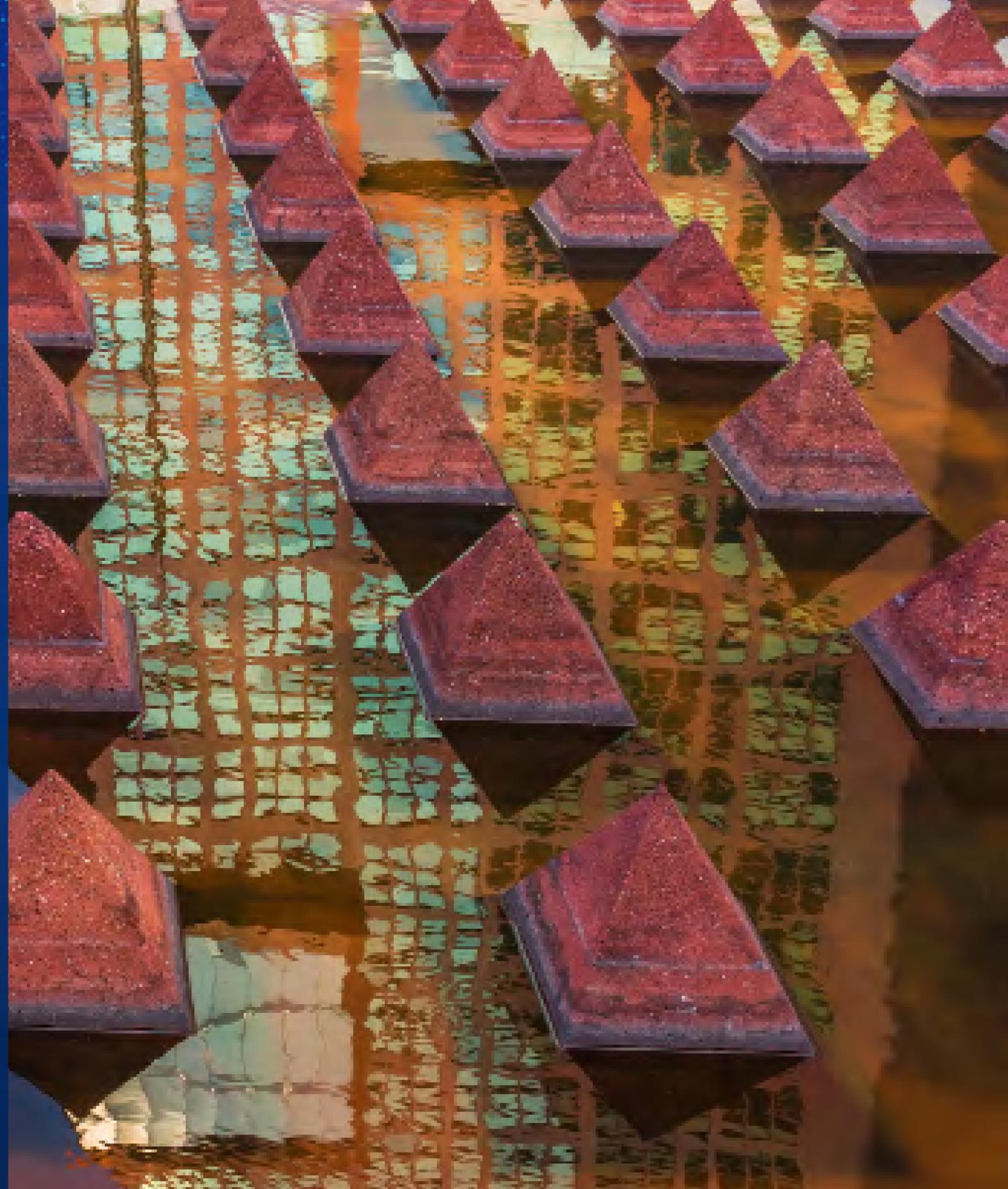
### Once niños

Grupo Financiero BBVA México partnered with Once Niños, a television network, to produce a series of seven scripts aimed at educating children on the importance of savings. The series, set to launch in March 2023, is designed to raise awareness among children about the value of saving.

### Podcast

BBVA México featured as a guest on Martha Debayle's podcast to discuss Financial Education, with the goal of increasing its exposure to the influencer's audience.

**159,697 views** of the podcast.



Fundación BBVA México is a asociación civil responsible for carrying out the social action initiatives of Grupo Financiero BBVA México. Its objective is to develop innovative programs to support education, culture, and social initiatives for the benefit of Mexican society.

It focuses on promoting financial education, economic development, and financial inclusion through projects and programs that improve the quality of life for individuals and communities.

The activities and projects included educational workshops, scholarship programs, support for cultural and social initiatives, and training programs for young people and adults.

With these initiatives, **Fundación BBVA México seeks to contribute to the sustainable development of Mexico**, improving the quality of life of people and communities, and fostering a culture of social responsibility.

With its different programs, it grants economic support through:

-  Education scholarships
-  Donations to organizations that support education and the arts
-  Donations of school supplies and equipment
-  Rehabilitation of the social fabric in communities
-  Promotion of art and culture
-  Support for communities affected by natural disasters





## Investment in social programs

In 2022, Fundación BBVA México allocated resources to support various programs and projects that benefit the community, including investment initiatives in educational, cultural and social areas.

The **investment** in 2022 was **\$1,165,548,195**.

## BBVA Scholarships for Young Boys and Girls That Inspire

In 2022, the BBVA Scholarship Program for Young Boys and Girls That Inspire was adapted to the new educational modalities and the current context, creating Scholarships for Online Education and for Young Boys and Girls with disabilities. With the aim of promoting education and supporting talented students with socioeconomic disadvantages, these young people will be able to develop their full potential and continue with their secondary, high school and university studies.

Young Boys and Girls That Inspire	Number of direct beneficiaries
Middle School	17,473
High School	14,940
University	14,178
Online education	258
Disability	652

## Mentors

The program provides support to university scholarship recipients, helping them with their training, personal growth, and professional development. The program is facilitated by leaders and employees of Grupo Financiero BBVA México, who are selected through an annual call and certified as mentors by Campus BBVA. These mentors have a track record of high professional performance, a strong sense of social responsibility, and a desire to contribute to the community by sharing their expertise and knowledge.

This initiative aims to help **young people complete their university studies** and develop their skills and knowledge to face future challenges.

## Cultural promotion

The program supports the development of culture in Mexico by providing financial assistance and support to high-quality cultural projects with a national scope. By doing so, the program seeks to ensure access to culture and to foster the creation of new audiences.

## BBVA Art Scholarship

Serves as a collaborative platform that supports the production and dissemination of exceptional initiatives in the field of art and culture. With a goal of providing personalized support for artists, the program also seeks to foster a community through public events that encourage the exchange of ideas and experiences.





## Territories Exhibition

This exhibition is a photographic project that presents the geography of contemporary Mexico through images captured by artists who, through their lenses, offer a unique and profound vision of the diverse landscapes, cities, and communities that make up Mexico.

The **“Territories”** exhibition is an opportunity to learn about and appreciate the Mexico that surrounds us in a different way.

## Mexico-Spain Dialogues Meeting

Virtual initiative that brought together experts in various areas such as history, economics, sustainability, education and culture. During the meeting, these experts shared their knowledge and discussed the most important points of cultural and economic exchange between Mexico and Spain. The objective of the meeting was to enrich the dialogue between the two countries and promote greater understanding and collaboration in the aforementioned areas. It was an opportunity to reflect on the importance of collaboration and cultural exchange between the two countries.

## My Community BBVA

The program aims to improve the living conditions in communities that are in situations of social vulnerability. This is achieved through interventions in neighborhoods with high levels of past due debt, abandonment, and vandalism. With these interventions, the goal is to recover the social fabric and heritage value of these areas through social and urban improvement. The program aims to achieve a safer, more prosperous, and sustainable community, where residents can enjoy a quality life.

**30,027 beneficiaries** in 2022.

## Support during natural disasters

The objective of this program is to provide humanitarian assistance and support to people in emergency situations due to natural disasters, risk situations or unusual events.

**12,000 direct beneficiaries** through food vouchers and personal hygiene kits.





## School rebuilding program

After the earthquakes that struck Mexico in September 2017, Grupo Financiero BBVA México pledged an initial contribution of MXN 180 million towards the reconstruction and modernization of the affected educational institutions. This contribution was further supplemented by donations from customers, employees, suppliers, and private parties. This collaborative effort helped to increase the funding and expedite the recovery of educational infrastructure, ultimately benefiting a significant number of children and young people who had lost access to their schools.

In 2022, **426 direct beneficiaries** were reported for this program.

## Alliances with Private Organizations

Fundación BBVA México is committed to collaborating with institutions dedicated to formal education in Mexico to amplify their impact, drive the progress of the country, and improve the quality of life for its people.

During 2022, **133,380 direct beneficiaries** were reported.

For more detailed information on the results achieved through these programs, we encourage you to review [Fundación BBVA's Annual Report](#).

# About this Report

The 2022 Annual Report is a comprehensive document that BBVA México uses to communicate its environmental, social, and corporate governance performance to its stakeholders. It provides key indicators of the most relevant initiatives, activities, and programs, all in line with BBVA's global strategy. You can access the report in its interactive version at the following link, where you can find detailed information on the results of these programs and initiatives.

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## Coverage GRI 2-1, 2-2, 2-4

The BBVA México 2022 Annual Report includes the following companies that make up Grupo Financiero BBVA México, S.A. de C.V., which are the same as those reported in the financial report; therefore, the results of other entities, institutions, companies, shareholders, customers or business partners are not included, unless otherwise stated.

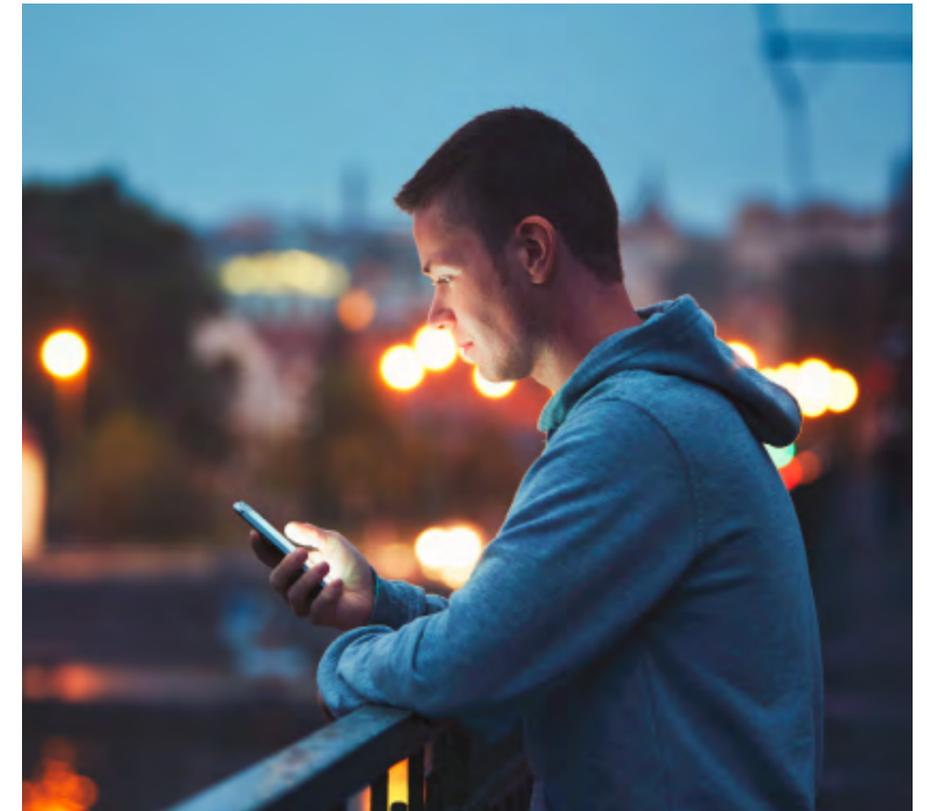
- BBVA México, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA México
- Casa de Bolsa BBVA México, S.A. de C.V., Grupo Financiero BBVA México
- BBVA Servicios Administrativos México, S.A. de C.V.
- BBVA Operadora México, S.A. de C.V.
- BBVA Asset Management México, S.A. de C.V., S.O.F.I., Grupo Financiero BBVA México
- BBVA Seguros México, S.A. de C.V., Grupo Financiero BBVA México
- BBVA Seguros Salud México, S.A. de C.V.
- BBVA Pensiones México, S.A. de C.V.

The restatement of information with respect to prior years is indicated in each case.

For purposes of this report, Grupo Financiero BBVA México, S.A. de C.V. will be referred to as Grupo Financiero BBVA México and/or GFBB. If the report does not include data from all of the company's subsidiaries, the scope of the information presented will be specified. Furthermore, any reference to BBVA is to the integration of Banco Bilbao Vizcaya Argentaria (BBVA) and all its international acquisitions.

## Standards used GRI 2-3, 2-5, 2-14

Grupo Financiero BBVA México has voluntarily reported on its environmental, social, and corporate governance performance for over 15 years, using annual integrated reports. This report has been prepared in accordance with GRI Standards and covers the period from January 1 to December 31, 2022. Furthermore, for the third consecutive year, Grupo Financiero BBVA México has included the Sustainability Accounting Standards Board (SASB) indicators that are relevant to the financial industry and its operations.



The BBVA México 2022 Annual Report was verified by EY (Mancera, S.C. Member of Ernst & Young Global Limited), a third party independent to our organization. EY has conducted a limited verification of selected contents of the report, the scope of which is specified in the relevant Verification Report. GFBB's verification practice is aligned with BBVA's global strategy, which considers the periodic rotation of verification teams.

# Independent review



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Grupo Financiero BBVA México, S.A. de C.V.  
Página 2

17 de marzo de 2023

## INFORME DE VERIFICACIÓN DE CONTADOR INDEPENDIENTE

A la Administración de  
Grupo Financiero BBVA México, S.A. de C.V.

### 1. Alcance

Hemos sido contratados por Grupo Financiero BBVA México, S.A. de C.V. (en lo sucesivo e indistintamente, "el Grupo Financiero BBVA" o "el Grupo"), para desarrollar un compromiso de verificación limitada, según lo definido por las Normas internacionales sobre Encargos de Aseguramiento (en lo sucesivo "el Compromiso"), para reportar sobre la información de sostenibilidad identificada (el "Asunto Objeto") que se detalla en el Anexo 1 y que se encuentra contenida en el Informe anual de Grupo Financiero BBVA México, S.A. de C.V. (el "Reporte") para el periodo comprendido entre el 1 de enero y el 31 de diciembre de 2022.

### 2. Criterio aplicado por Grupo Financiero BBVA

En la preparación de la información de sostenibilidad identificada, que se detalla en el Anexo 1, Grupo Financiero BBVA aplicó los criterios que se listan a continuación (los Criterios) y que están relacionados en el índice de contenidos del Reporte y en el Anexo 1 de este Informe.

- a. Estándares GRI *Global Reporting Initiative*
- b. Estándares SASB, *Sustainability Accounting Standards Board*
- c. PRB: *Principles for Responsible Banking*

### 3. Responsabilidades de Grupo Financiero BBVA

La Administración de Grupo Financiero BBVA es responsable por seleccionar los Criterios y presentar la información de sostenibilidad identificada de acuerdo con estos Criterios, en todos los aspectos materiales. Esta responsabilidad incluye establecer y mantener los controles internos, el mantenimiento adecuado de los registros y la realización de estimaciones que son relevantes para la preparación del Asunto Objeto, de forma que esté libre de errores materiales, ya sea por fraude o por error.

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### 4. Responsabilidades de EY

Nuestra responsabilidad es la de expresar una conclusión sobre la presentación del Asunto Objeto basados en la evidencia que hemos obtenido.

Hemos llevado a cabo nuestro compromiso de acuerdo con Normas Internacionales sobre Encargos de Aseguramiento distintos de la Auditoría o de la Revisión de Información Histórica (ISAE 3000), EY Global Sustainability Assurance Methodology (EY SAM) y los términos y condiciones para este compromiso acordado con Grupo Financiero BBVA el 9 de mayo de 2022. Dichas normas requieren que planifiquemos y ejecutemos nuestro trabajo para obtener una seguridad limitada sobre si, en todos los aspectos materiales, el Asunto Objeto es presentado de acuerdo con los Criterios, y para emitir un informe. La naturaleza, oportunidad y extensión de los procedimientos seleccionados dependen de nuestro juicio, incluida la evaluación del riesgo de que se produzcan incorrecciones materiales, ya sea por fraude o por error.

Consideramos que la evidencia obtenida es suficiente y adecuada para fundamentar nuestras conclusiones de verificación limitada.

### 5. Nuestra independencia y control de calidad

Hemos mantenido nuestra independencia y confirmamos que cumplimos con los requisitos del Manual del Código de Ética para profesionales de la contabilidad emitido por el *International Ethics Standards Board for Accountants*, y tenemos las competencias requeridas y experiencia para llevar a cabo este trabajo de verificación.

EY también aplica la Norma Internacional de Control de Calidad 1, *Quality Control for Firms that Perform Audits and Reviews of Financial Statements, and Other Assurance and Related Services Engagements*, y en consecuencia mantiene un sistema integral de control de calidad que incluye políticas y procedimientos documentados sobre el cumplimiento de los requisitos éticos, las normas profesionales y los requisitos legales y reglamentarios aplicables.

### 6. Descripción de los procedimientos realizados

Los procedimientos realizados en un trabajo de verificación limitada varían en naturaleza y oportunidad y son menos extensos que para un trabajo de aseguramiento razonable. En consecuencia, el nivel de seguridad obtenido en un trabajo de verificación limitada es sustancialmente más bajo que el aseguramiento que se habría obtenido si se hubiera realizado un trabajo de aseguramiento razonable. Nuestros procedimientos fueron diseñados para obtener un nivel limitado de seguridad en el que fundamentar nuestra conclusión y no proporcionan toda la evidencia que se requeriría para proporcionar un nivel aseguramiento razonable.

17 de marzo de 2023

Aunque hemos tenido en cuenta la eficacia de los controles internos de la Administración a la hora de determinar la naturaleza y extensión de nuestros procedimientos, nuestro compromiso de verificación no ha sido diseñado para ofrecer aseguramiento sobre los controles internos. Nuestros procedimientos no incluyeron pruebas de controles ni la ejecución de procedimientos relativos a la revisión agregada o el cálculo de los datos en los sistemas de información.

Un compromiso de verificación limitado consiste en la realización de consultas, principalmente a las personas responsables de la preparación de la información de sostenibilidad identificada que se detalla en el Anexo 1 y en la aplicación de procedimientos analíticos y otros procedimientos apropiados.

Nuestros procedimientos de aseguramiento limitado incluyeron, pero no se limitaron a:

- a. Realizar entrevistas con el personal del Grupo para comprender el negocio y el proceso de preparación del Reporte.
- b. Realizar entrevistas con los responsables del Reporte para comprender el proceso de recopilación, consolidación y presentación la información del Asunto Objeto.
- c. Comprobar que los criterios de cálculo se han aplicado correctamente de acuerdo con las metodologías descritas en los Criterios.
- d. Llevar a cabo procedimientos de revisión analítica para respaldar la razonabilidad de los datos
- e. Identificar y verificar los supuestos que respaldan los cálculos.
- f. Probar, con base en muestreo, la información fuente para verificar la precisión de los datos
- g. Leer los enfoques de gestión (GRI 3-1, GRI 3-2 y GRI 3-3) de los temas materiales asociados al Asunto Objeto para comprobar que se han aplicado correctamente de acuerdo con los Criterios
- h. Comparar de los contenidos presentados en los anexos con lo establecido al respecto en la declaración de uso de conformidad autodeclarada por la Compañía en el Requerimiento B de GRI 1\_Fundamentos 2021 de los Estándares GRI Global Reporting Initiative.

También hemos ejecutado otros procedimientos que hemos considerado necesarios dadas las circunstancias.

17 de marzo de 2023

#### 7. Limitaciones de nuestro compromiso de aseguramiento

Nuestro compromiso de verificación se limitó al Asunto Objeto contenido en el Reporte para el periodo comprendido entre el 1 de enero y el 31 de diciembre de 2022, no contempla información de años anteriores incluida en el Reporte, ni relacionada con proyecciones o metas futuras.

Tampoco pretendió determinar si las herramientas tecnológicas utilizadas para el desarrollo del Reporte son las más adecuadas y/o eficientes.

#### B. Conclusión

Basados en nuestros procedimientos y la evidencia obtenida, no tenemos conocimiento de ninguna modificación material que deba realizarse a la información de sostenibilidad identificada del Reporte para el periodo comprendido entre el 1 de enero y el 31 de diciembre de 2022, y que se detalla en el Anexo 1 de este Informe, para que esté de acuerdo con lo establecido en los Criterios.

#### 9. Uso del presente informe de verificación

Este informe está destinado exclusivamente a la información y al uso de Grupo Financiero BBVA México, S.A. de C.V. y no está destinado a ser utilizado, ni debe serlo, por nadie más que esas partes especificadas.

Nuestra responsabilidad, al realizar las actividades de verificación, es únicamente con la Administración del Grupo, por lo tanto, no aceptamos ni asumimos ninguna responsabilidad respecto de cualquier otro propósito o frente a cualquier otra persona u organización.

  
C.P.C. Gabriel Alejandro Baroccio Pompa  
Cédula Profesional No.: 2825386  
Designado por Mancera, S.C.  
Integrante de  
Ernst & Young Global Limited

ANEXO 1

Asunto objeto

La información de sostenibilidad identificada (el "Asunto Objeto") en el alcance de este Informe e incluida en el Reporte emitido por Grupo Financiero BBVA en su página web<sup>1</sup> se presenta en la siguiente tabla<sup>2</sup>:

ESTÁNDAR	CÓDIGO INDICADOR	INDICADOR	COBERTURA
GRI 2 Contenidos generales	Contenido 2-1	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-3	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-4	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-5	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-6	Contenidos generales	2-6-a y 2-6-b-i.
GRI 2 Contenidos generales	Contenido 2-7	Contenidos generales	Parcial
GRI 2 Contenidos generales	Contenido 2-9	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-10	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-11	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-12	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-13	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-15	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-16	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-19	Contenidos generales	2-19-a-i y b (sólo para el órgano de gobierno)
GRI 2 Contenidos generales	Contenido 2-22	Contenidos generales	Completa

<sup>1</sup> El contenido está a disposición del sitio web del Grupo (<https://sostenibilidad.bbva.com/indicadores>), repertorio del Reporte, es responsabilidad de la Administración de Grupo Financiero BBVA. El trabajo llevado a cabo por EY no incluye la consideración de estas actividades y, por lo tanto, EY no acepta responsabilidad alguna por cualquier diferencia entre la información presentada en dicho sitio web y el Asunto Objeto contenido en el Reporte sobre el que se efectuó el Comprobame y se emitió la conclusión.

<sup>2</sup> Aparte de lo descrito en la tabla, que cubre el alcance de nuestro trabajo, se aplicamos procedimientos de aseguramiento sobre la información revisada incluida en el Informe y, en consecuencia, se expresamos una conclusión sobre dicha información.

GRI 2 Contenidos generales	Contenido 2-23	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-24	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-25	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-26	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-28	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-29	Contenidos generales	Completa
GRI 2 Contenidos generales	Contenido 2-30	Contenidos generales	Completa
GRI 205 Anticorrupción	205-2	Comunicación y formación sobre políticas y procedimientos anticorrupción	Completa
GRI 301 Materiales	301-1	Materiales utilizados por peso y volumen	Literal a, ii
GRI 302 Energía	302-1	Consumo energético dentro de la organización	Literal a. Literal b. Literal c.i Literal c.iii
GRI 302 Energía	302-3	Intensidad energética	Completo
GRI 303 Agua y Efluentes	303-3	Extracción de agua	Literal a. v Literal d.
GRI 305 Emisiones	305-1	Emisiones directas de GEI (alcance 1)	Literal a. Literal b. Literal d. Literal e. Literal f. Literal g.
GRI 305 Emisiones	305-2	Emisiones indirectas de GEI al generar energía (alcance 2)	Completa
GRI 305 Emisiones	305-3	Otras emisiones indirectas de GEI (alcance 3)	Literal a. Literal b. Literal d. Literal e. Literal f. Literal g.
GRI 305 Emisiones	305-4	Intensidad de las emisiones de GEI	Completa

GRI 401 Empleo	401-1	Nuevas contrataciones de empleados y rotación de personal	Literal a parcial, por edad y género Literal b parcial, por edad y género
GRI 401 Empleo	401-2	Beneficios para los empleados a tiempo completo que no se dan a los empleados a tiempo parcial o temporales	Literal a
GRI 404 Formación y enseñanza	404-1	Media de horas de formación al año por empleado	Literal a, i
GRI 404 Formación y enseñanza	404-2	Programas para mejorar las aptitudes de los empleados y programas de ayuda a la transición	Literal a
GRI 404 Formación y enseñanza	404-3	Porcentaje de empleados que reciben evaluaciones periódicas del desempeño y desarrollo profesional	Literal a parcial, por género
GRI 405 Diversidad e Igualdad de Oportunidades	405-1	Diversidad en órganos de gobierno y empleados	Literal a. i Literal b. i, ii
GRI 412 Evaluación de Derechos Humanos	412-2	Formación de empleados en políticas o procedimientos sobre derechos humanos	Literal a.
GRI 413 Comunidades locales	413-1	Operaciones con participación de la comunidad local, evaluaciones del impacto y programas de desarrollo	Literal a. i, iv
GRI 417: Marketing y etiquetado	417-1	Requerimientos para la información y el etiquetado de productos y servicios	Literal b.
GRI 418 Privacidad del cliente	418-1	Reclamaciones fundamentadas relativas a violaciones de la privacidad del cliente y pérdida de datos del cliente	Literal a.i, iii
GRI Suplemento sectorial: Servicios Financieros	FS5	Interacciones con clientes, sociedades participadas, socios	Con excepción

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		empresariales relacionados con los riesgos y oportunidades medioambientales y sociales	
GRI Suplemento sectorial: Servicios Financieros	FS14	Iniciativas para mejorar el acceso a los servicios financieros a personas desfavorecidas	Con excepción
GRI Suplemento sectorial: Servicios Financieros	FS16	Iniciativas para mejorar la alfabetización y educación financiera según el tipo de beneficiario	Completa
SASB Bancos comerciales	FN-CB-240a.3	Número de cuentas corrientes minoristas sin coste proporcionadas a clientes previamente no bancarizados o infrabancarizados	Completa
Principles for Responsible Banking	2.1	Impact Analysis	Completa
Principles for Responsible Banking	2.2	Target Setting	Completa
Principles for Responsible Banking	2.3	Target Implementation and Monitoring	Completa
Principles for Responsible Banking	5.3	Governance Structure for Implementation of the Principles	Completa
Principles for Responsible Banking	6.1	Progress on Implementing the Principles for Responsible Banking	Completa

\*\*\* Fin del documento \*\*\*

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## Contact GRI 2-3

### HEADQUARTERS

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### SUSTAINABILITY INFORMATION

See other editions of our annual reports in the **Responsible Business** section of our website.

# Exhibits



# International commitments signed and links with partnerships

BBVA continues to support the following initiatives:

## Collective commitments in which BBVA participates



2019



European Banking Federation Chair Sustainable Finance Group



Principles for Responsible Banking



Collective commitment climate action



European Banks representative an Co-Chair Global Steering Committee UNEP FI

2020



Principles for Responsible Investment (BBVA Seguros)

2021



PCAF (Partnership for Carbon Accounting Financials)



Net Zero Banking Alliance



Commitment Financial Health & Inclusion



Principles for Responsible Banking (BBVA AM)



Net Zero Asset Managers Initiative (BBVA AM)



UNEP FI Leadership Council

Grupo Financiero BBVA México is part of the following associations:

- Asociación de Bancos de México
- Asociación Mexicana de Estándares para el Comercio Electrónico
- Asociación Mexicana de Instituciones de Seguros
- Asociación Mexicana Factoraje Financiero y Actividades Similares
- Cámara Española de Comercio
- Cámara Japonesa de Comercio e Industria de México
- Capítulo Mexicano de la Cámara Internacional de Comercio
- Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros
- Confederación Patronal de la República Mexicana
- Consejo Coordinador Empresarial
- Consejo de la Comunicación
- Consejo Nacional Agropecuario

# Sustainable Development Goals (ODS)

The Sustainable Development Goals (SDGs) are the master plan to achieve a sustainable future for all. They are interconnected and incorporate the global challenges that humanity faces on a daily basis, such as poverty, inequality, climate, environmental degradation, prosperity, peace, and justice.

Financial organizations have a fundamental role in achieving the SDGs by promoting the creation of an inclusive and sustainable society. Furthermore, there is a growing interest among investors to invest in socially responsible businesses, and providing concrete tools to guide their investment decisions towards achieving the SDGs is crucial.”

The 2021 **Sustainable Development Report** presents the results of a study on the progress of the SDGs for all UN Member States and frames the application of the Sustainable Development Goals in terms of six major transformations. This report was prepared by teams of independent experts

from the Sustainable Development Solutions Network (SDSN) and the Bertelsmann Foundation.

The study presents an index with an evaluation of the distance in which the countries are in compliance with the SDGs, thus comparing their performance with the Goals. The score can be interpreted as the percentage of achievement or total progress of a country towards the 17 SDGs. A score of 100 indicates that all SDGs have been achieved.

**Mexico is ranked 74<sup>th</sup>** out of 165 countries evaluated with 70.20 pts.

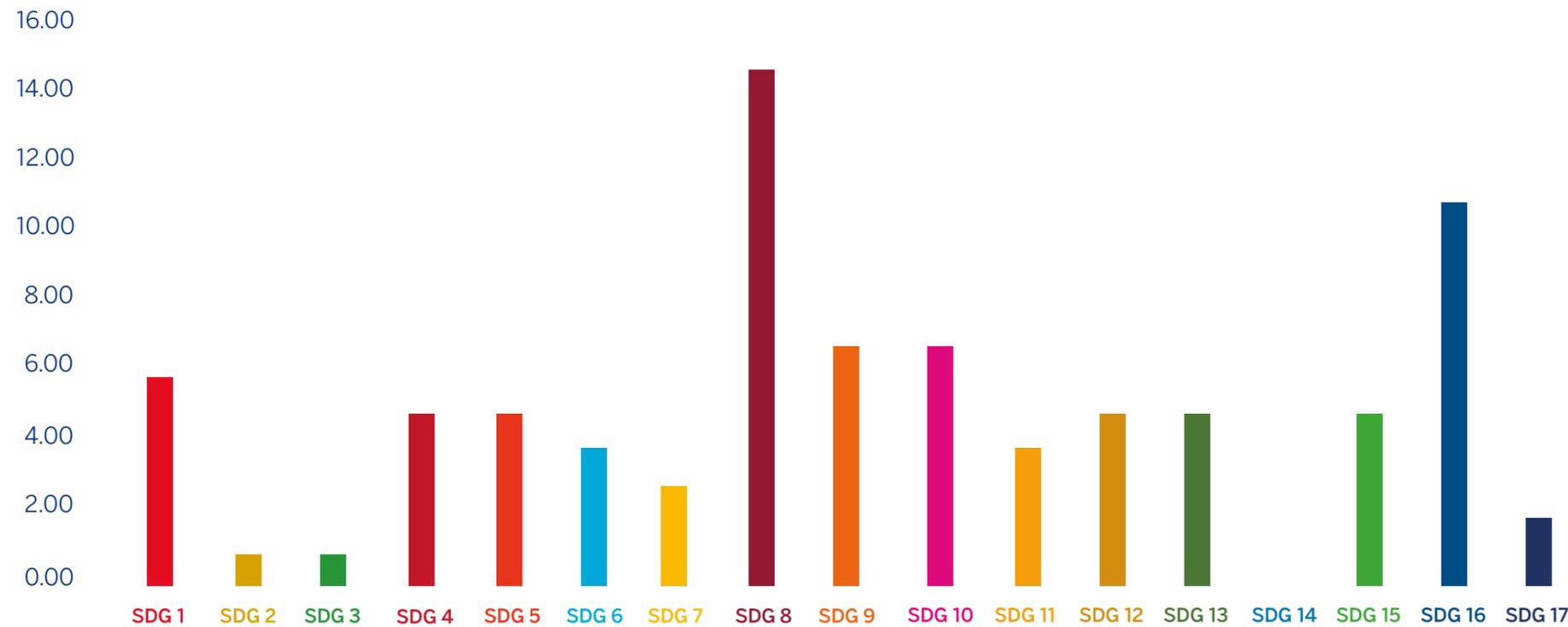


# BBVA's impact on the SDGs

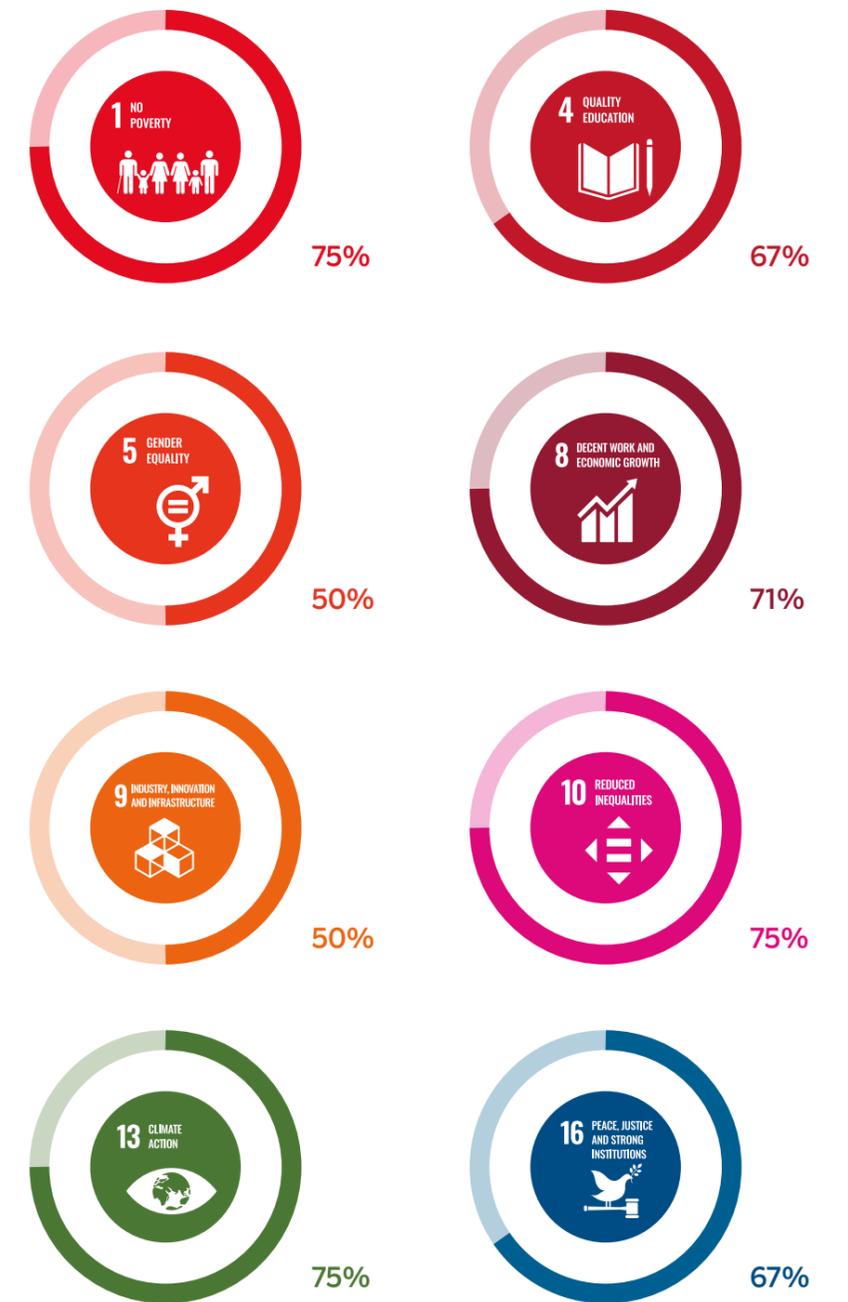
Given the urgency of achieving sustainable progress at a global level, Grupo Financiero BBVA México is committed to achieving the SDGs. This report presents the efforts made by the Group during 2022 to contribute to its goals.

The results are summarized in graphs that show the percentage of BBVA México's contribution to each of the SDGs, according to the SDG materiality study conducted in 2020.

## Level of alignment of the SDGs with the material issues of the BBVA Mexico Group\*



\* For the full results of our latest materiality analysis, please refer to the 2021 [Annual Report](#).



# Impact on material SDGs



## Goal 1: End of poverty

End poverty in all its forms everywhere.

Grupo Financiero BBVA México strives to foster economic development by promoting inclusive access to financial products and services. By offering financing options to diverse social groups, including women and vulnerable populations, and working to strengthen resilience to natural disasters, BBVA México promotes equitable access to economic resources.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

· **Financial Inclusion Model:** Grupo Financiero BBVA México strives to make its products and services accessible to all. By doing so, it helps individuals to make informed decisions about their financial well-being while raising awareness of potential risks and opportunities. This is achieved by addressing basic

financial needs, providing accessible financial services to communities, and promoting digitalization.

- **Support during natural disasters:** Fundación BBVA México carries out humanitarian aid actions and provides support to populations affected by natural disasters, risk situations, or extraordinary events.
- **My Community:** This program seeks to contribute to the regeneration of communities through interventions in subdivisions with high levels of past due debt, abandonment, and vandalism, to recover the social fabric and the heritage value through social and urban improvement.
- **Scholarship Program for Young Boys and Girls that Inspire:** These education scholarships aim to support talented middle, high school, and college students who face economic barriers by promoting school continuity and social mobility. The program has expanded to include new scholarships for online education and for young boys and girls with disabilities, taking advantage of new technologies.
- **BBVA Female Entrepreneur:** In partnership with Victoria 147, financial tools, digital skills and knowledge were

provided to female entrepreneurs and businesswomen to help improve their personal and business financial health.

- **Vaccination campaign:** Influenza vaccination for active employees, retirees and beneficiaries registered in the medical service.
- **Universum Espacio “Decide”:** It is a place dedicated to young people to promote sustainable projects. It offers a combination of digital and analog experiences to address social and individual problems that have an impact on the community and the environment. It is based on the pillars of governance, society, and economy to promote a comprehensive and sustainable approach to problem-solving.

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>1.2</b> By 2030, reduce at least by half the proportion of men, women and boys and girls of all ages living in poverty in all its dimensions according to national definitions.</p>	<ul style="list-style-type: none"> <li>• My Community</li> <li>• Donations to private organizations</li> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Universum Espacio “Decide”</li> </ul>	<ul style="list-style-type: none"> <li>• See Financial Education and Fundación BBVA México.</li> <li>• See Financial Education, Financial inclusion and entrepreneurship and Fundación BBVA México.</li> </ul>
<p><b>1.4</b> By 2030, ensure that all men and women, specifically the poor and most vulnerable, have equal rights to economic resources, and access to basic services, ownership and control of land and other assets, inheritance, natural resources, new technologies and economic services, including microfinance.</p>	<ul style="list-style-type: none"> <li>• Financial support to farmers</li> <li>• My Community</li> <li>• Financial Inclusion Model</li> <li>• BBVA Female Entrepreneurs</li> <li>• Vaccination campaign</li> </ul>	
<p><b>1.5</b> By 2030, build the resilience of people in poverty and people in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental disasters.</p>	<ul style="list-style-type: none"> <li>• Bank products and services</li> <li>• Financial support to farmers</li> <li>• Support during natural disasters</li> <li>• Together for health</li> <li>• My Community</li> <li>• Universum Espacio “Decide”</li> </ul>	



## Goal 4: Quality education

Guarantee inclusive, equitable and quality education and promote lifelong learning opportunities for all.

Education is an essential piece to enable socioeconomic mobility and the growth of the country. During 2022, programs, activities and initiatives were developed to promote greater access to quality education for middle school, high school and university students. BBVA implemented training that allows the development of professional skills and tools necessary to face the challenges of today's world, and created job opportunities for students in their last semesters or recent university graduates.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Scholarship Program for Young Boys and Girls that Inspire:** These education scholarships aim to support talented middle, high school, and college students who face economic barriers by promoting school continuity and

social mobility. The program has expanded to include new scholarships for online education and for young boys and girls with disabilities, taking advantage of new technologies.

#### • Programs for Young Talent:

**Scholarship Program:** aimed at students in the last year of their degree who seek to boost their development and professional experience through the completion of a 6-month project.

**Trainee Program:** aimed at recent graduates, with a duration of 12 months of training in leadership, values and business.

**Summer Program:** aimed at master's students (MBA), who discover the different areas of GFBB and carry out a specific project, presented to a Head of unit.

**Veranito Program:** exclusively for Fundación BBVA México scholarship recipients who are students between the fourth and fifth semesters of university, in order to provide them with their first work experience.

**Semilleros Program:** Incorporation of recent graduates and university students to the organization.

**Global MBA Program:** Focused on candidates who take an MBA in business schools so that they can develop and assume long-term leadership positions in Grupo Financiero BBVA México.

**Women in Data Program:** Seeks to attract the best female talent in data science.

• **Youth Building the Future:** This program consists of providing training scholarships to young people between 18 and 29 years old so that they have professional skills to face the challenges of the future.

• **KidZania Program:** Allows children and young people to experience different jobs within the interactive city of Kidzania in order to develop skills and acquire financial knowledge through playful activities.

• **Once niños:** Grupo Financiero BBVA México collaborated on seven scripts for a children's series with a savings theme, with the aim of making children aware of the importance of saving. The series will be launched in March 2023.

• **Cultural promotion:** Its objective is to influence the development of culture in Mexico, through economic incentives and support for cultural projects

with a national presence that guarantee access to culture and the generation of new audiences.

- **Financial Education Portal:** Official website with articles, online workshops, and webinars on financial education topics related to the bank's products, services, and tools.
- **“Finances to Share” program:** In alliance with Education to Share (EtS), it allows children and young people to address economic and financial issues to make responsible decisions based on civic values and sustainability.
- **“Express training in financial education” workshop:** This workshop is available to the public, and aims to promote healthy financial habits among individuals, fostering a positive change in their relationship with money.
- **Rebuilding schools:** The investment focuses on the reconstruction, physical renovation, and technological upgrading of educational facilities that were damaged during the earthquakes of 2017.

- **BBVA Art Scholarship:** An exchange and collaboration platform that supports the production and dissemination of outstanding initiatives in art and culture through economic incentives aimed at promoting cultural professionals and artists.
- **Digital Community Universities:** Grupo Financiero BBVA México has formed a synergy with universities to promote digital transformation within the university ecosystem. This is achieved through financial education initiatives aimed at promoting learning among students and their communities.
- **Donations to private organizations:** To support education and the arts.
- **Podcast:** BBVA México participated in Martha Debayle’s podcast with Financial Education topics. The podcast received 159,697 views.



## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>4.1</b> By 2030, ensure that all girls and boys complete free, equitable and quality elementary and middle school education and produce relevant and effective learning outcomes.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Rebuilding schools</li> <li>• Donations to private organizations</li> </ul>	<ul style="list-style-type: none"> <li>• See Fundación BBVA México.</li> </ul>
<p><b>4.3</b> By 2030, ensure equal access for all men and women to quality technical, vocational and higher education, including university education.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Programs for Young Talent (Interns, Trainees, Summer, <i>Veranito</i>, <i>Semilleros</i>, Global MBA, Women in Data).</li> </ul>	
<p><b>4.4</b> By 2030, substantially increase the number of young people and adults who have the necessary skills, including technical and professional skills, to access employment, decent work and entrepreneurship.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Programs for Young Talent (Interns, Trainees, Summer, <i>Veranito</i>, <i>Semilleros</i>, Global MBA, Women in Data).</li> <li>• BBVA Art Scholarship</li> <li>• KidZania Program</li> <li>• Financial Education Portal</li> <li>• “Finances to Share” program</li> <li>• “Express training in financial education”</li> <li>• Digital Community Universities</li> <li>• Podcast</li> </ul>	

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>4.5</b> By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for vulnerable people, including people with disabilities, indigenous peoples and children in situations of vulnerability.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Programs for Young Talent (Women in Data)</li> </ul>	<ul style="list-style-type: none"> <li>• See Fundación BBVA México.</li> </ul>
<p><b>4.7</b> By 2030, ensure that all students acquire the theoretical and practical knowledge necessary to promote sustainable development, including through education for sustainable development and the adoption of sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship and the valuation of cultural diversity and the contribution of culture to sustainable development, among other means.</p>	<ul style="list-style-type: none"> <li>• “Once niños” educational program</li> </ul>	
<p><b>4.a</b> Build and adapt educational facilities that take into account the needs of children and men and women with disabilities and gender differences, and that offer safe, non-violent, inclusive and effective learning environments for all.</p>	<ul style="list-style-type: none"> <li>• Rebuilding schools</li> <li>• Donations to private organizations</li> </ul>	

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>4.b</b> By 2020, substantially increase globally the number of scholarships available to developing countries, in particular least developed countries, small island developing Nations and African countries, to enable their students to enroll in higher education, including vocational training programs and technical, scientific, engineering and information and communications technology programmes, from developed and other developing countries.</p>	<ul style="list-style-type: none"><li>• Scholarship Program for Young Boys and Girls that Inspire</li><li>• Youth Building the Future</li></ul>	<ul style="list-style-type: none"><li>• See Fundación BBVA México.</li></ul>



## Goal 5: Gender equality

Achieve gender equality and empower all women and girls.

Gender equality is a critical factor in achieving a sustainable world. For this reason, Grupo Financiero BBVA México works to foster an inclusive culture both within its facilities and throughout its value chain. For this, it develops activities, programs and actions based on its institutional values, with the aim of guaranteeing a respectful work environment, without discrimination or harassment. With a special focus on supporting women entrepreneurs, GFBB contributes to gender equality and inclusion in Mexico.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Awareness events:** Panels and webinars held at various events to promote gender equality, inclusion and diversity on the International Women's Day,

the International LGBT Pride Day, Diversity Days, and the International Day for the Elimination of Violence against Women, among others.

- **Domestic Violence Hotline:** A 24/7 hotline run by certified specialists available for all employees to report concerns and seek emotional support in cases of domestic violence.

- **BBVA Female Entrepreneurs:** In partnership with Victoria 147, financial tools, digital skills and knowledge were provided to female entrepreneurs and businesswomen to help improve their personal and business financial health.

- **Scholarship Program for Young Boys and Girls that Inspire:** These education scholarships aim to support talented middle, high school, and college students who face economic barriers by promoting school continuity and social mobility. The program has expanded to include new scholarships for online education and for young boys and girls with disabilities, taking advantage of new technologies.

- **Women in Data Program:** Seeks to attract the best female talent in data science.

- **Soy Íntegro Program:** Seeks to emphasize the expected ethical behavior and the practical application of integrity in the development of each of the daily activities of all employees.

- **Values Day:** For a month, recreational activities are carried out, as well as a specific day, at a global level, to make employees aware of the relevance of GFBB values through a variety of tools that include workshops, videos and activities, among others.

- **VIVA Award:** Recognition given to employees who are worthy representatives for living the values of Grupo Financiero BBVA México on a day-to-day basis.

- **Diversity and inclusion board:** Made up of 22 members representing each business unit, it seeks to guide the strategy and establish guidelines that promote a culture of respect for diversity, equality, non-discrimination and labor inclusion.

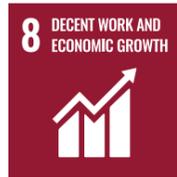
A diagnosis of gender equality was carried out to detect the current state and areas of opportunity. Additionally, specific action plans and KPIs are established to promote gender equity in management positions.

- **Hackathon:** Remote programming competition with the purpose of contributing to the digital transformation of financial services, as well as promoting entrepreneurs and developers worldwide through the resolution of challenges from different countries, including Colombia, Spain, Mexico and Peru.
- **Sexual Harassment and Harassment Protocol:** communication where GFBB makes public that it rejects sexual harassment and harassment.



## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>5.1</b> End all forms of discrimination against all women and girls everywhere.</p>	<ul style="list-style-type: none"> <li>• Bono social de BID Invest</li> <li>• <i>Soy Íntegro</i> Program</li> <li>• Values Day</li> <li>• VIVA Award</li> <li>• BBVA Female Entrepreneurs</li> <li>• Awareness events</li> <li>• Sexual Harassment and Harassment Protocol</li> <li>• Sensitizations about inclusion</li> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> </ul>	<ul style="list-style-type: none"> <li>• See Fundación BBVA México, Integrity Program and Responsible Commitment with the employee.</li> </ul>
<p><b>5.2</b> Eliminate all forms of violence against all women and girls in the public and private spheres, including human trafficking and sexual and other types of exploitation.</p>	<ul style="list-style-type: none"> <li>• Domestic Violence Hotline</li> <li>• Harassment and Harassment Protocol</li> <li>• Awareness events</li> </ul>	<ul style="list-style-type: none"> <li>• See Fundación BBVA México.</li> </ul>
<p><b>5.5</b> Ensure the full and effective participation of women and equal opportunities for leadership at all decision-making levels in political, economic and public life.</p>	<ul style="list-style-type: none"> <li>• Diversity and inclusion board</li> <li>• BBVA Female Entrepreneurs</li> <li>• Sensitizations about inclusion</li> </ul>	
<p><b>5.b</b> Improve the use of enabling technology, specifically, information and communications technology, to promote the empowerment of women.</p>	<ul style="list-style-type: none"> <li>• Women in Data Program</li> <li>• Hackathon</li> </ul>	



## Goal 8: Decent work and economic growth

Promote inclusive and sustainable economic growth, employment and decent work for all.

By promoting economic growth and financial inclusion, Grupo Financiero BBVA México supports businessmen and entrepreneurs, as well as the creation of decent and dignified jobs that may be available to everyone. Similarly, it seeks to offer the best working conditions to its employees to attract the best talent through attractive benefits, as well as creating an environment based on respect and institutional values. Furthermore, the Global Eco-Efficiency Plan allows GFBB to align its activities to ensure a positive impact on society and mitigate any risks.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **2022 BBVA Race:** With a national scope, the race invites employees to run in favor of education, while promoting their physical well-being.

- **BBVA Art Scholarship:** An exchange and collaboration platform that supports the production and dissemination of outstanding initiatives in art and culture through economic incentives aimed at promoting cultural professionals and artists.
- **BBVA Momentum:** Acceleration, accompaniment and financing program under preferential conditions for social and environmental entrepreneurs in Mexico.
- **“Work Better, Enjoy Life”:** program that seeks the comprehensive well-being of employees through actions, courses and workshops to improve their physical, mental and emotional well-being (workshops on productivity, resilience, life balance, meditation, mental health and managers).
- **BBVA Female Entrepreneur:** In partnership with Victoria 147, financial tools, digital skills and knowledge were provided to female entrepreneurs and businesswomen to help improve their personal and business financial health.
- **Summer Entrepreneurs:** Program aimed at employees who have children between the ages of 17 and 25, so that they can take a 4-week “Innovation and Entrepreneurship” diploma.
- **Bank volunteering:** In a virtual manner, the oratory and singing team of Grupo Financiero BBVA México carries out creative activities to reach the hearts of children with needs in the network of institutions of the Fundación Quiera.
- **“Tu Bienestar” Challenge:** Encourages employees to improve their physical well-being by changing their eating and physical activity habits, through the support of specialized coaches and nutritionists, with monthly progress monitoring and support.
- **Virtual time organization workshops:** They allow the children of employees who are in middle school, high school and university to learn how to manage their time.
- **Financial Inclusion Model:** Grupo Financiero BBVA México strives to make its products and services accessible to all. By doing so, it helps individuals to make informed decisions about their financial well-being while raising awareness of potential risks and opportunities. This is achieved by addressing basic financial needs, providing accessible financial services to communities, and promoting digitalization.
- **Gallup “Exceptional Workplace” Award:** Grupo Financiero BBVA México won the “Exceptional Workplace” award, which reflects its commitment

to the satisfaction, development, well-being and diversity of its workforce. GFBB stands out for being the geography of the Group with the highest level of commitment to its workforce and is positioned in the quartile of the most committed companies in Mexico.

- **Global Eco-Efficiency Plan (GEEP):** Updated in 2021, the GEEP promotes Grupo Financiero BBVA México in its transition to a sustainable future through three axes of management of its direct environmental impacts: the reduction of consumption, the awareness of employees and other stakeholders, and the compensation of residual emissions. Ambitious targets for renewable energy and decarbonization were set for 2025.
- **Compensation of emissions:** Purchase of compensation bonds to reduce the carbon footprint.
- **Renewable energy certificates:** Purchase of renewable energy certificates to support the energy transition.
- **Granja las Américas:** Workshop where elementary and middle school children learn by playing how to save energy, discovering the actions they could take to save electricity at home.
- **Sexual Harassment and Harassment Protocol:** Communication where GFBB makes public that it rejects harassment and sexual harassment.

- **Platform B Promos:** Allows all employees to know all benefits that GFBB has for them.
- **Remuneration and benefits:** Grupo Financiero BBVA México has an advanced remuneration system based on the reciprocal generation of value. Also, it grants a series of complementary benefits to its employees in order to improve their quality of life in every way.
- **Wellness initiatives:** Grupo Financiero BBVA México develops different initiatives to promote comprehensive well-being, as well as the quality of life and work-life balance of all its employees. These include:

**Productive Thursday Afternoon:** On Thursdays from 2:30 p.m. to 8:00 p.m., the aim is to promote a space in which meetings are reduced to give employees the opportunity to focus on their own work, update themselves, complete their training and even give or receive feedback.

**Birthday Day Off:** All employees whose birthdays are from Monday to Friday can enjoy their day off and share it with whoever they want.

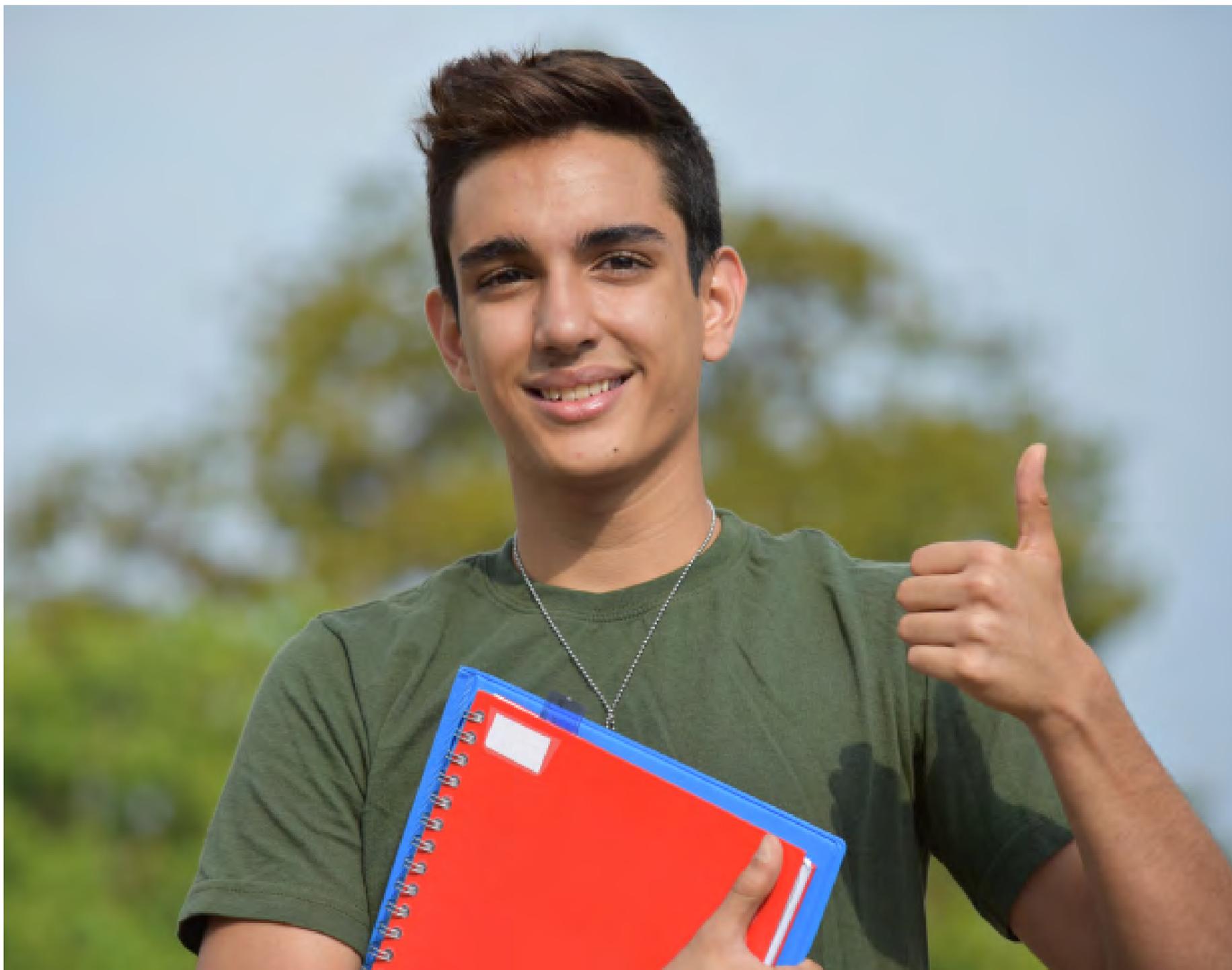
**Digital Disconnection:** Different communication campaigns are launched to establish start and end times for work activities, lunch times, avoiding emails, meetings and connections outside of working hours.

- **Values Day:** For a month, recreational activities are carried out, as well as a specific day, at a global level, to make employees aware of the relevance of GFBB values through a variety of tools that include workshops, videos and activities, among others.
- **Scholarship Program for Young Boys and Girls that Inspire:** These education scholarships aim to support talented middle, high school, and college students who face economic barriers by promoting school continuity and social mobility. The program has expanded to include new scholarships for online education and for young boys and girls with disabilities, taking advantage of new technologies.
- **Youth Building the Future:** This program consists of providing training scholarships to young people between 18 and 29 years old so that they have professional skills to face the challenges of the future.

• **Programs for Young Talent:**

**Scholarship Program:** aimed at students in the last year of their degree who seek to boost their development and professional experience through the completion of a 6-month project.

**Trainee Program:** aimed at recent graduates, with a duration of 12 months of training in leadership, values and business.



**Summer Program:** aimed at master's students (MBA), who discover the different areas of GFBB and carry out a specific project, presented to a Head of unit.

**Veranito Program:** exclusively for Fundación BBVA México scholarship recipients who are students between the fourth and fifth semesters of university, in order to provide them with their first work experience.

**Semilleros Program:** Incorporation of recent graduates and university students to the organization.

**Global MBA Program:** Focused on candidates who take an MBA in business schools so that they can develop and assume long-term leadership positions in Grupo Financiero BBVA México.

**Women in Data Program:** Seeks to attract the best female talent in data science.

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>8.3</b> Promote development-oriented policies that support productive activities, the creation of decent jobs, entrepreneurship, creativity and innovation, and foster the formalization and growth of micro, small and medium-sized enterprises, including through access to financial services.</p>	<ul style="list-style-type: none"> <li>• Financial Inclusion Model</li> <li>• BBVA Momentum</li> <li>• Gallup “Exceptional Workplace” Award</li> <li>• BBVA Female Entrepreneurs</li> <li>• Bank volunteering BBVA Art Scholarship</li> <li>• Virtual time organization workshops</li> <li>• Wellness initiatives               <ul style="list-style-type: none"> <li>▪ Productive Thursday Afternoon</li> <li>▪ Digital Disconnection</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• See Commitment with the employee, Global Eco-Efficiency Plan, Financial Education, Fundación BBVA, Financial inclusion and entrepreneurship and Fundación BBVA México.</li> </ul>
<p><b>8.4</b> Progressively improve, by 2030, the efficient production and consumption of global resources and seek to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production Patterns, starting with developed countries.</p>	<ul style="list-style-type: none"> <li>• Global Eco-Efficiency Plan (GEEP)</li> <li>• Compensation of emissions</li> <li>• Renewable energy certificates</li> <li>• “Granja las Américas” Program</li> </ul>	

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>8.5</b> By 2030, achieve full and productive employment and decent work for all women and men, including young men and women and persons with disabilities, and equal pay for work of equal value.</p>	<ul style="list-style-type: none"> <li>• Harassment and Harassment Protocol</li> <li>• Plataforma B Promos</li> <li>• Remuneration and benefits</li> <li>• “Tu Bienestar” Challenge</li> <li>• Values Day</li> <li>• “Work Better, Enjoy Life” Program</li> <li>• BBVA 2021 Race</li> <li>• Wellness initiatives               <ul style="list-style-type: none"> <li>▪ Productive Thursday Afternoon</li> <li>▪ Birthday Day Off</li> <li>▪ Digital Disconnection</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• See Commitment with the employee, Global Eco-Efficiency Plan, Financial Education, Fundación BBVA, Financial inclusion and entrepreneurship and Fundación BBVA México.</li> </ul>
<p><b>8.6</b> By 2020, substantially reduce the proportion of young people who are not employed and not in education or training.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Programs for Young Talent (Interns, Trainees, Summer, <i>Veranito</i>, <i>Semilleros</i>, Global MBA, Women in Data).</li> <li>• Summer entrepreneurs</li> </ul>	
<p><b>8.10</b> Strengthen the capacity of Mexican financial institutions to promote and expand access to banking, financial and insurance services for all.</p>	<ul style="list-style-type: none"> <li>• Financial Inclusion Model</li> </ul>	



## Goal 9: Industry, innovation and infrastructure

Build resilient infrastructure, promote sustainable industrialization and foster innovation.

Grupo Financiero BBVA México promotes the development of sustainable infrastructures through products, services and financing focused on sustainable projects, in favor of the community and the environment that contribute to the economic growth of the country.

It also has different programs and strategies that seek to bring financial products and services closer to small businesses in a much more accessible manner that suits their needs.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Financing under the Equator Principles:** BBVA analyzes the financing of energy infrastructure, transportation and social services projects under the Equator Principles to assess their environmental and social risks and impacts.

- **Rebuilding schools:** The investment focuses on the reconstruction, physical renovation, and technological upgrading of educational facilities that were damaged during the earthquakes of 2017.
- **My Community:** This program seeks to contribute to the regeneration of communities through interventions in subdivisions with high levels of past due debt, abandonment, and vandalism, to recover the social fabric and the heritage value through social and urban improvement.
- **Support during natural disasters:** Fundación BBVA México carries out humanitarian aid actions and provides support to populations affected by natural disasters, risk situations, or extraordinary events. Fundación BBVA México has collaborated with Fundación Televisa and the Ministry of National Defense, providing assistance to people in Chiapas, Tabasco, Guerrero, Oaxaca, Morelos, the State of Mexico, Mexico City, Quintana Roo and Yucatán.
- **App BBVA Empresas:** Focused on offering a service that primarily empowers SME customers from their mobile devices, taking care of their health and putting the bank at their fingertips.
- **Barrio Banking:** It consists of leveraging the presence of Grupo Financiero BBVA México to serve the country's SMEs.

- **SME Banking:** It delivers products and services with added value that help the SME customers of Grupo Financiero BBVA México to grow. In turn, loans are made for small businesses allowing them to improve their financing and helping them grow and create jobs.



## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>9.1</b> Develop reliable, sustainable, resilient and quality infrastructure, including regional and cross-border infrastructure, to support economic development and human well-being, with particular emphasis on affordable and equitable access for all.</p>	<ul style="list-style-type: none"> <li>• My Community</li> <li>• Rebuilding schools</li> <li>• Support during natural disasters</li> </ul>	<ul style="list-style-type: none"> <li>• See Economic impact and Fundación BBVA México.</li> </ul>
<p><b>9.2</b> Promote inclusive and sustainable industrialization and, by 2030, significantly increase industry's contribution to employment and gross domestic product, consistent with national circumstances, and double that contribution in least developed countries.</p>	<ul style="list-style-type: none"> <li>• Financing under the Equator Principles</li> </ul>	
<p><b>9.3</b> Increase access of small industries and other businesses, particularly in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.</p>	<ul style="list-style-type: none"> <li>• App BBVA Empresas</li> <li>• Banco de Barrio</li> <li>• SME Banking</li> </ul>	



## Goal 10: Reduction of inequalities

To reduce inequalities within and between countries, ensuring that no one is left behind.

In 2022, the beginning of the recovery from the COVID-19 pandemic has highlighted and accentuated the social and economic inequalities that we face in Mexico. For this reason, Grupo Financiero BBVA México seeks to increase the scope of its services and products by bringing basic financial services closer to more municipalities and connecting with a greater number of people through digital channels.

Grupo Financiero BBVA México also has various programs in place to communicate and promote the diversity and inclusion policy, together with the institutional values, to create a safe and favorable environment for all our employees regardless of their age, sex, race, ethnicity, national origin, religion, sexual orientation and politics.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Financial Inclusion Model:** Grupo Financiero BBVA México strives to make its products and services

accessible to all. By doing so, it helps individuals to make informed decisions about their financial well-being while raising awareness of potential risks and opportunities. This is achieved by addressing basic financial needs, providing accessible financial services to communities, and promoting digitalization.

- **Scholarship Program for Young Boys and Girls that Inspire:** These education scholarships aim to support talented middle, high school, and college students who face economic barriers by promoting school continuity and social mobility. The program has expanded to include new scholarships for online education and for young boys and girls with disabilities, taking advantage of new technologies.
- **Diversity and inclusion board:** Made up of 22 members representing each business unit, it seeks to guide the strategy and establish guidelines that promote a culture of respect for diversity, equality, non-discrimination and labor inclusion.

A diagnosis of gender equality was carried out to detect the current state and areas of opportunity. Additionally, specific action plans and KPIs are established to promote gender equity in management positions.

- **Soy Íntegro Program:** Seeks to emphasize the expected ethical behavior and the practical application of integrity in the development of

each of the daily activities of all employees.

- **Values Day:** For a month, recreational activities are carried out, as well as a specific day, at a global level, to make employees aware of the relevance of GFBB values through a variety of tools that include workshops, videos and activities, among others.
- **VIVA Award:** Recognition given to employees who are worthy representatives for living the values of Grupo Financiero BBVA México on a day-to-day basis.
- **Awareness events:** Panels and webinars held at various events to promote gender equality, inclusion and diversity on the International Women's Day, the International LGBT Pride Day, Diversity Days, and the International Day for the Elimination of Violence against Women, among others.
- **Sexual Harassment and Harassment Protocol:** communication where GFBB makes public that it rejects sexual harassment and harassment.
- **Transparent, Clear and Responsible (TCR) Communication:** These are three principles that make it possible to generate solid links with stakeholders through various channels, establishing the guidelines applicable to any communication and/or advertising.

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>10.2</b> By 2030, empower and promote the social, economic, and political inclusion of all people, regardless of age, gender, disability, race, ethnicity, origin, religion, or economic or other condition.</p>	<ul style="list-style-type: none"> <li>• Financial Inclusion Model</li> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Board and Policy on Diversity and Inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• See Economic impact and Fundación BBVA México.</li> </ul>
<p><b>10.3</b> Guarantee equal opportunities and reduce inequality of results, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and measures in this regard.</p>	<ul style="list-style-type: none"> <li>• Scholarship Program for Young Boys and Girls that Inspire</li> <li>• Soy <i>Íntegro</i> Program</li> <li>• Values Day</li> <li>• VIVA Award</li> <li>• Awareness events</li> <li>• Harassment and Harassment Protocol</li> <li>• Diversity and inclusion board</li> </ul>	
<p><b>10.6</b> Ensure greater representation and involvement of developing countries in decisions taken by international economic and financial institutions to increase the effectiveness, reliability, accountability and legitimacy of those institutions.</p>	<ul style="list-style-type: none"> <li>• Transparent, Clear and Responsible (TCR) Communication</li> </ul>	



## Goal 13: Climate action

Adopt urgent measures to fight climate change and its effects.

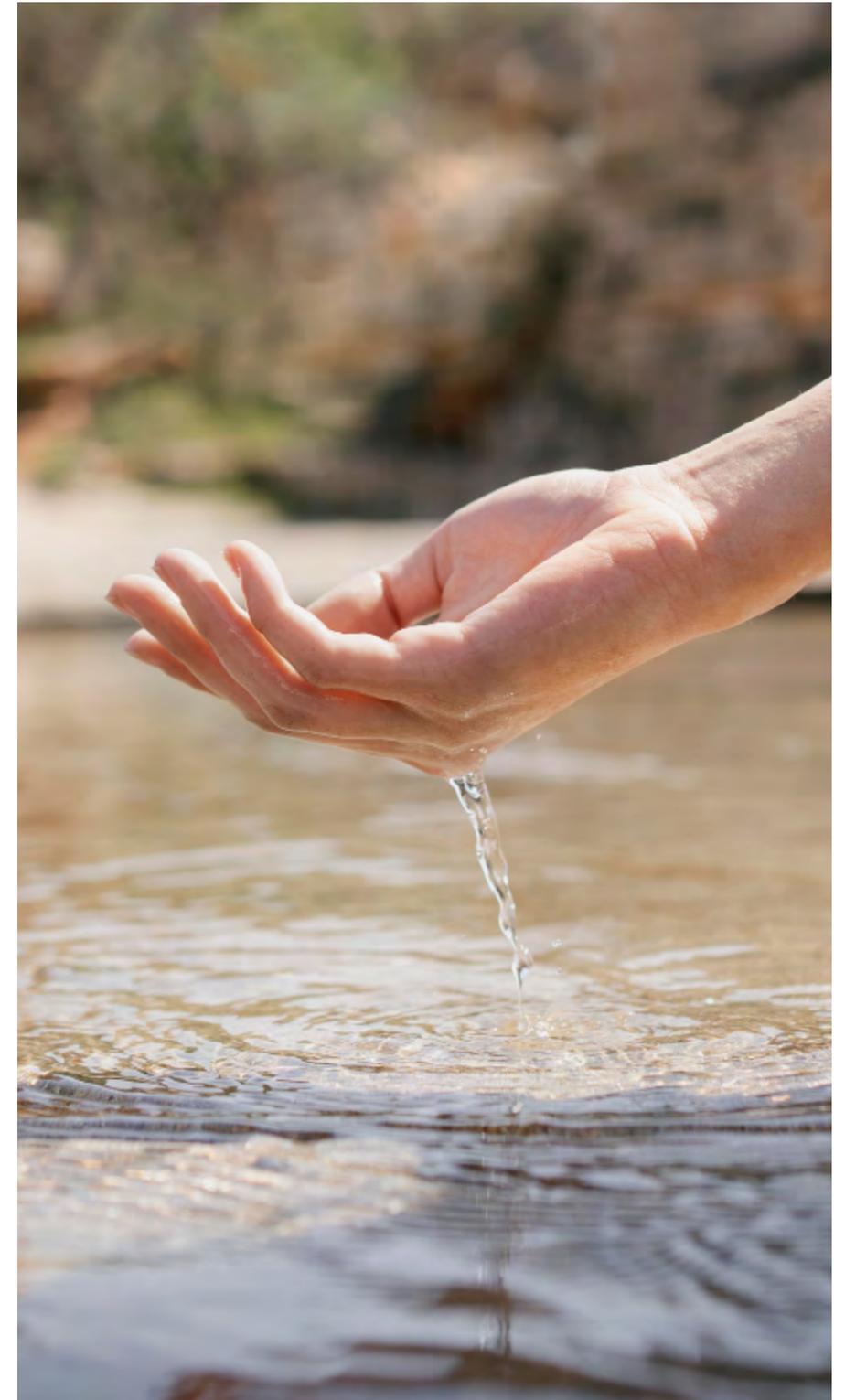
Grupo Financiero BBVA México seeks to contribute to a more sustainable world and is aware of its commitment to the environment to achieve it. That is why it has developed a series of policies, objectives, goals, products and services both inside and outside the organization with its customers and suppliers, to generate greater positive impact and deal with climate change and its effects in the planet.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Green bonds:** Grupo Financiero BBVA México acted as intermediary in the offering of five green bonds. The funds will be used to finance projects for the efficient and sustainable use of water, renewable energy sources, reduction of emissions, protection of labor rights and the fight against the degradation of ecosystems.

- **Products and services:** The offer of insurance for natural disasters.
- **Global Eco-Efficiency Plan (GEEP):** Updated 2021, the GEEP promotes Grupo Financiero BBVA México in its transition to a sustainable future through three axes of management of its direct environmental impacts: the reduction of consumption, the awareness of employees and other stakeholders, and the compensation of residual emissions. Ambitious targets for renewable energy and decarbonization were set for 2025.
- **Compensation of emissions:** Purchase of compensation bonds to reduce the carbon footprint.
- **Renewable energy certificates:** Purchase of renewable energy certificates to support the energy transition.
- **Commitment 2025:** Grupo Financiero BBVA México is part of the goal of 300 billion euros in sustainable financing by 2025.



## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>13.a</b> Fulfill the commitment of developed countries that are parties to the United Nations Framework Convention on Climate Change to achieve by 2020 the goal of jointly mobilizing USD 100,000 million annually from all sources to meet the needs of developing countries regarding the adoption of concrete mitigation measures and the transparency of their application, and make the Green Climate Fund fully operational by capitalizing on it as soon as possible.</p>	<ul style="list-style-type: none"> <li>• 2025 Commitment</li> <li>• Green bonds</li> </ul>	<ul style="list-style-type: none"> <li>• See Global Eco-Efficiency Plan and Financial inclusion and entrepreneurship.</li> </ul>
<p><b>13.b</b> Promote mechanisms to build capacity for effective climate change planning and management in the least developed countries and small island developing States, with particular emphasis on women, young boys and girls, and local and marginalized communities.</p>	<ul style="list-style-type: none"> <li>• Development of sustainable solutions for customers</li> <li>• Global Eco-Efficiency Plan</li> <li>• Products and services</li> <li>• Compensation of emissions</li> <li>• Renewable energy certificates</li> <li>• Sustainable infrastructure and agribusiness</li> </ul>	



## Goal 16: Peace, justice and strong institutions

Promote just, peaceful and inclusive companies.

Grupo Financiero BBVA México is convinced that the way to achieve sustainable development must be based on the creation of solid and transparent institutions; therefore, it focuses on being an Institution governed by the highest standards of integrity and ethical conduct, as well as principles of transparent, clear and responsible communication. It also reflects its institutional values in its daily activities based on the Code of Conduct and institutional communication and training campaigns.

### BBVA initiatives

BBVA projects, programs, actions and initiatives that contributed to this SDG in 2022 are:

- **Soy Íntegro Program:** Seeks to emphasize the expected ethical behavior and the practical application of integrity in the development of each of the daily activities of all employees.

- **Values Day:** For a month, recreational activities are carried out, as well as a specific day, at a global level, to make employees aware of the relevance of GFBB values through a variety of tools that include workshops, videos and activities, among others.
- **VIVA Award:** Recognition given to employees who are worthy representatives for living the values of Grupo Financiero BBVA México on a day-to-day basis.
- **Code of Conduct:** It represents the commitment to stakeholders, as it seeks to promote ethical behavior principles across the organization to maintain the best standards of integrity and honesty.
- **#Hazlocorrecto institutional campaign:** Anti-corruption communication and training programs aimed at monitoring potential risks.
- **Whistleblower channel:** Channel that invites employees, customers and suppliers to raise their voices in case of identifying defaults or breaches of the Code of Conduct.
- **Transparent, Clear and Responsible (TCR) Communication:** These are three principles that make it possible to generate solid links with stakeholders

through various channels, establishing the guidelines applicable to any communication and/or advertising.

- **Diversity and Inclusion Board:** Our board is made up of members representing each business unit, it seeks to guide the strategy and establish guidelines that promote a culture of respect for diversity, equality, non-discrimination and labor inclusion.

A diagnosis of gender equality was carried out to detect the current state and areas of opportunity. Additionally, specific action plans and KPIs are established to promote gender equity in management positions.

## 2022 BBVA Impact

Goals impacted	BBVA initiatives	2022 BBVA Impact
<p><b>16.5</b> Considerably reduce corruption and bribery in all its forms.</p>	<ul style="list-style-type: none"> <li>• “Soy Íntegro” program</li> <li>• Values Day</li> <li>• VIVA Award</li> <li>• Code of Conduct</li> <li>• #Hazlocorrecto institutional campaign</li> <li>• Whistleblower Channel</li> </ul>	<ul style="list-style-type: none"> <li>• See Corporate Governance and Integrity Program.</li> </ul>
<p><b>16.6</b> Create effective and accountable transparent institutions at all levels.</p>	<ul style="list-style-type: none"> <li>• Transparent, Clear and Responsible (TCR) Communication</li> <li>• “Soy Íntegro” program</li> <li>• Values Day</li> <li>• Code of Conduct</li> </ul>	
<p><b>16.7</b> Ensure inclusive, participatory and representative decision-making at all levels that responds to needs.</p>	<ul style="list-style-type: none"> <li>• Diversity and inclusion board</li> </ul>	
<p><b>16.10</b> Guarantee public access to information and protect fundamental freedoms, in accordance with national laws and international agreements.</p>	<ul style="list-style-type: none"> <li>• Transparent, Clear and Responsible (TCR) Communication</li> </ul>	



## Goal 17: Partnerships to achieve the goals

Revitalize the global partnership to achieve sustainable development through inclusive partnerships (at the global, regional, national and local levels) with a shared mission, vision, values and principles centered on society and the environment.

### 2022 BBVA Impact

Goals impacted	BBVA initiatives
<p><b>17.16</b> Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, specifically developing countries.</p>	<p>BBVA México is part of and contributes through the following initiatives:</p> <ul style="list-style-type: none"> <li>• Member of the United Nations Global Compact since 2004.</li> <li>• Active participation at the local level in the United Nations Environment Program Finance Initiative (UNEP FI)</li> <li>• Adherence to the Principles for Responsible Banking since 2019</li> <li>• Adherence to the Equator Principles since 2004</li> <li>• Adherence to the United Nations Principles for Responsible Investment since 2019</li> <li>• Asociación de Bancos de México (ABM)</li> <li>• Asociación Mexicana de Intermediarios Bursátiles (AMIB)</li> <li>• Asociación Mexicana de Instituciones de Seguros (AMIS)</li> <li>• BVA Mexico is not part of the Mexican Stock Exchange (BMV), however, by confirmation of the broker-dealer, it is a member to carry out operations and brokerage activities.</li> <li>• Cámara Nacional de la Industria de la Vivienda (CANADEVI)</li> </ul>
<p><b>17.17</b> Encourage and promote the formation of effective partnerships in the public, public-private and public sectors, taking advantage of the experience and strategies for obtaining funds from the partnerships.</p>	

# Our commitment to the SDGs



Grupo Financiero BBVA México is committed to increasing its positive contribution to the 2030 Agenda. To achieve this, it has identified as a priority to focus on those SDGs in which it can generate a greater impact by taking advantage of its presence and the multiplying role of banks.

As part of its upcoming strategy, GFBB is committed to supporting its customers in two areas of focus. The first area emphasizes environmental issues, including SDG 7: Affordable and clean energy, 12: Responsible consumption and production, and 13: Climate action. It aims to encourage energy efficiency, circular economy, and reduced carbon intensity. The second area focuses on inclusive growth, including SDG 8: Decent work and economic growth and 9: Industry, innovation and infrastructure, and aims to mobilize investments for inclusive infrastructure while promoting entrepreneurship, financial inclusion, and financial well-being.

As the main effort towards sustainable development and the decarbonization of the global economy, in 2018 BBVA presented its 2025 Commitment in line with the Paris Agreement and the SDGs, based on three lines of action:

## Finance

Mobilize by 2025, EUR 300,000 million in sustainable financing, social infrastructures and sustainable agribusiness, entrepreneurship and financial inclusion.

## Manage

Environmental and social risks associated with the Group's activity to minimize its potential direct and indirect negative impacts.

## Involve

Approach all stakeholders to collectively promote the contribution of the financial sector to sustainable development.

To achieve its goals, BBVA has incorporated values, principles, and criteria into its Sustainability Policy with the aim of generating value and a positive long-term impact for its shareholders, employees, customers, and society in general.